

Ideation Phase

Brainstorm & Idea Prioritization Template


Date	26 June 2025
Team ID	LTVIP2025TMID49000
Project Name	iRevolution_ A Data-driven Exploration of Apple's iPhone Impact in India
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

Step-1: Team Gathering, Collaboration and Select the Problem Statement



Brainstorm & idea prioritization

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10 minutes to prepare
1 hour to collaborate
2-8 people recommended

Before you collaborate
A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

10 minutes

Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

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Define your problem statement
What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

5 minutes

Problem Statement:
To discuss the rapidly growing smartphone market in India and how premium brands like Apple are gaining traction despite affordability concerns. After considering various data-oriented topics, we selected the problem statement:
"How has Apple's iPhone influenced the Indian smartphone market, and what patterns can be observed through data visualization?"
We aim to use Tableau to visualize Apple's impact on sales, pricing perception, demographic preferences, and competition with other brands.

Key rules of brainstorming
To run a smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

TIP
You can select a sticky note and tell the person(s) to stick it to the board to start showing!

Person 1: Collect and analyze iPhone sales data across Indian regions.

Person 2: Compare Apple's market share vs competitors like Samsung, Xiaomi.

Person 3: Visualize user demographic (age, income) preferences for iPhones.

Person 4: Study consumer sentiment using social media data.

Person 5: Price vs Performance analysis across regions.

Person 6: Visualize launch timelines and their effect on sales spikes.

Person 7: Identify key features driving purchase decisions in India.

Person 8: Display Apple's retail expansion footprint using maps.

3 Group Ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

TIP
Add color-coded tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your board.

Grouped Into:

1)Market Analysis:

- Sales data trends
- Competitor comparison

2)User Behavior & Sentiment:

- Demographic influence
- Social media trends

3)Feature & Price Insights:

- Price-performance correlation
- Feature preferences

4)Geographic Impact:

- Regional sales
- Retail expansion mapping

Step-3: Idea Prioritization

4 Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

TIP
Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.

Importance
If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility
Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)