

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	19 June 2025
Team ID	PNT2025TMID08078
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.

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

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

Template



## Brainstorm & idea prioritization

Use this template to spark creative thinking and shape useful ideas for your project on Apple's iPhone impact in India. Ideal for teams working remotely or in person.

- 🕒 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

A

#### Team gathering

Invite teammates who understand tech, smartphone adoption, or data analysis. Brief them on the session's focus — the iPhone's influence in India using real data.

B

#### Set the goal

Come up with ideas that help show how the iPhone has changed India's tech landscape — from user behavior to pricing trends, local competition, and social perception.

C

#### Learn how to use the facilitation tools

Use tools like sticky notes, whiteboards, or online boards (like Miro or Jamboard) to keep the session fun and productive.

[Open article](#) →

1


### Define your problem statement

How might we help people understand the true impact of the iPhone in India using clear and localized data trends?

🕒 5 minutes

PROBLEM

How might we [your problem statement]?



#### 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 hit the pencil (switch to sketch) icon to start drawing!

#### Person 1

iPhone usage scorecards for Indian regions (based on factors like age group, income, and city tier)

#### Person 2

Compare iPhone vs. other smartphone brands in India by market share, resale value, and feature adoption

#### Person 3

Personalized insights for Indian buyers (students, professionals, creators) to show if iPhone suits their needs

#### Person 4

Highlight how iPhone adoption is growing in smaller cities or non-metro areas using recent data

3

### Group ideas

- Interactive map showing iPhone adoption rates across Indian cities and regions over time
- Simple graphs comparing iPhone sales, resale value, and app usage trends vs. Android in India
- Trend alerts to highlight spikes in iPhone demand (e.g., around festival sales or new model launches)
- Explain data insights in simple terms (e.g., "iPhone sales rose in Tier-2 cities after EMI options expanded")

🕒 20 minutes

#### TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

## 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.

