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

Step-2: Brainstorm, Idea Listing and Grouping

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Brainstorm

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

⏱ 10 minutes

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

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

Compare iPhone vs Android in India using data like resale value, app usage, and feature adoption

Interactive map showing iPhone adoption trends in each Indian city over time

Importance

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

Set alerts for cities or regions with sudden spikes/drops in iPhone usage or sales

Highlight "up-and-coming" cities or regions using recent iPhone market data

Feasibility

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