

## Ideation Phase

### Brainstorm & Idea Prioritization Template


|               |   |
|---------------|---|
| Date          | 26 JUNE 2025  |
| Team ID       | LTVIP2025TMID49452  |
| Project Name  | iRevolution: A Data -driven Exploration of Apple's iPhone Impact in India using Tableau |
| 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


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.

 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

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A

#### Team gathering

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

B

#### Set the goal

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

C

#### Learn how to use the facilitation tools


Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →

1


#### 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


How might we [your problem statement]?





#### Key rules of brainstorming


To run an 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.

#### Indu Priya

Plot year wise iPhone sales volume and revenue in India.

compare Apple's growth with competitors like Samsung, Xiaomi, one plus.

Identify periods of significant growth or decline

#### Radhika

Analyze the age groups, income levels and professions of iPhone users.

visualize purchasing trends by gender or urban vs. rural consumers

use heat maps or bar charts to show markets segmentation

#### Dinesh

Create a heatmap showing iPhone adoption by Indian states or major cities

Identifying high or low performing regions for Apple

Correlate adoption with factors like GDP per capita, literacy, or tech infrastructure

#### Eswar

Compare iPhone prices over time with the number of units sold.

Analyze the impact of pricing on adoption.

Use dual-axis charts to show price vs sales

3

### Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, 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 customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

### Sales Trending Analysis Over Time

Visualize iPhone sales in India year to year

Compare with Android competitors like Samsung, one plus, Xiaomi etc.

Use line charts to show growth or decline patterns

Time line analysis of iPhone model launches in India

Correlate major iPhone launch with spikes in sales, web searches, or revenue

Show pre and post launch performance in dashboards

### Consumer preference Dashboard

Display data on popular iPhone models

Visualize key features driving purchases

Track growth in Apple-authorized stores and direct-to-customer

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

