Ideation Phase
Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	LTVIP2026TMIDS40111
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.

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

State-wise Create an interactive map showing iPhone sales state-wise in India.

Build story dashboards explaining Apple's quarterly growth.

Visualize price vs. battery type preferences among Indian consumers.

Add toggle to view premium models only (iPhone 13+, 14 Pro).

Highlight pricing trends across flagship launches.

Use Tableau parameters to simulate different market scenarios.

Include competitor comparison (Xiaomi vs Apple vs Samsung).

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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 and break it up into smaller sub-groups.

⏱ 20 minutes

State-wise sales map

Tier 1 vs Tier 2 city performance

North vs South India breakdown

Battery type vs Avg Price

Display size vs Market Demand

RAM/ Camera vs Price band

Year-wise growth timeline

Quarterly market share donut + bar combo

Executive summary with KPIs

AR-based visualizations

Voice-activated insights

Customer sentiment analysis overlay

Step-3: Idea Prioritization

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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

Importance

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

Year-wise growth timeline

RAM/ Camera vs Price band

Executive summary with KPIs

State-wise sales map

Voice-activated insights

AR-based visualizations

Battery type vs Avg Price

Feasibility

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