

## 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

The screenshot shows a Mural template for a Brainstorm & Idea Prioritization session. On the left, there is a vertical sidebar with the team ID "LTVIP2025TMIDS40111". The main workspace is divided into several sections:

- Top Left:** A lightbulb icon with a speech bubble, followed by the title "Brainstorm & idea prioritization" and the word "IREVOLUTION".
- Top Right:** A step-by-step guide:
  - Step 1: Define your problem statement**: A box containing the text "What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm." with a timer icon showing "5 minutes".
  - Step 2: How might we help**: A box containing the text "How might we help Apple and stakeholders explore iPhone sales, features, and market performance in India more effectively using interactive dashboards and storytelling?" with a "PROBLEM" label.
  - Step 3: Key rules of brainstorming**: A box containing the text "To run a smooth and productive session" and a list of rules:
    - Stay in topic.
    - Encourage wild ideas.
    - Defer judgment.
    - Listen to others.
    - Go for volume.
    - If possible, be visual.
- Bottom Left:** A "Need some inspiration?" section with a "Open example" button and a preview of another mural board.

## 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.

Visualize price vs. battery type preferences among Indian consumers.

Highlight pricing trends across flagship launches.

**Build story dashboards explaining Apple's quarterly growth.**

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

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 can 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

