

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	15 FEB 2026
Team ID	LTVIP2026TMIDS73956
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

The screenshot shows the 'Brainstorm & Idea Prioritization' template for the project 'IREVOLUTION'. On the left, there's a vertical sidebar with the team ID 'LTVIP2025TMIDS73956'. The main area has a teal header bar. Below it, there's a circular icon with a lightbulb and wavy lines, followed by the title 'Brainstorm & idea prioritization' and the subtitle 'IREVOLUTION'. In the bottom right corner of the main area, there's a small box with a 'Need some inspiration?' link and a 'Open example' button. The central part of the screen is divided into several sections:

- Step 1: Define your problem statement**: A box containing instructions: "What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm." It includes a timer icon and a note: "5 minutes".
- PROBLEM**: A box labeled "How might we [your problem statement]?".
- How might we help Apple and stakeholders explore iPhone sales, features, and market performance in India more effectively using interactive dashboards and storytelling?**: A large green box containing the problem statement.
- Key rules of brainstorming**: A box listing five rules with icons:
 - 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

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.

Use Tableau parameters to simulate different market scenarios.

Build story dashboards explaining Apple's quarterly growth.

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

Include competitor comparison (Xiaomi vs Apple vs Samsung).

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

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

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

