

Ideation Phase
Brainstorm & Idea Prioritization Template

Date	2 July 2025
Team ID	LTVIP2025TMID48762
Project Name	Strategic Product Placement Analysis
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

We are unable to clearly identify how our products are perceived in the market and how each attribute (like price, quality, packaging, etc.) influences that perception—making it difficult to optimize marketing and product strategies effectively.

10 minutes to collaborate
 1 hour to collaborate
 2-8 people recommended

Before you collaborate

We are unable to clearly identify how our products are perceived in the market and how each attribute (like price, quality, packaging, etc.) influences that perception—making it difficult to optimize marketing and product strategies effectively.

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

A marketing analyst working for a consumer goods company

Key rules of brainstorming

To run a 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

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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 icon to start drawing!

Person 1

Correlate customer ratings with product features (price, quality, features)

Person 2

Group similar products with clustering

Person 3

Suggest repositioning for underperforming products

Person 4

Conduct survey or social media sentiment analysis to supplement the dataset

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

TIP

Participants can use their cursor to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **W** key on the keyboard.

