

## Ideation Phase

### Brainstorm & Idea Prioritization Template


Date	19 Feb 2026
Team ID	LTVIP2026TMIDS24308
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.




#### Step-1: Team Gathering, Collaboration and Select the Problem Statement:

Template



## Brainstorm & idea prioritization


**iRevolution** : A data-driven exploration of Apple's iPhone impact in India using Tableau

 10 minutes to prepare  
 1 hour to collaborate  
 2 people

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 enable Apple's market strategies to gain actionable, India-specific insights into iPhone market penetration, consumer behaviour and social-economic impact, so they can design better growth strategies ?


**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!

#### Person 1

Visualize iPhone sales growth

Show the impact of iPhone penetration on consumer lifestyles

Analyze consumer behaviour towards price changes, discounts, EMI offers & sales periods.

Link revenue growth to iPhone sales and users.

Compare iPhone with Android competitors in terms of features, ratings & pricing.

#### Person 2

Map consumer choices using product specifications.

Identify top-selling iPhone models by geography.

Visualize quarterly market shares.

Analyze reviews from E-commerce and social media to capture satisfaction & complaints.

Revenue breakdown by regions.

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

#### Market & Sales Analysis

Visualize iPhone sales growth

Identify top-selling iPhone models by geography.

Compare iPhone with Android competitors in terms of features, ratings & pricing.

Visualize quarterly market shares.

#### Consumer behaviour & Economics

Map consumer choices using product specifications.

Analyze consumer behaviour towards price changes, discounts, EMI offers & sales periods.

#### Revenue Generated

Link revenue growth to iPhone sales and users.

Revenue breakdown by regions.

#### Cultural & Trend Impact

Show the impact of iPhone penetration on consumer lifestyles

#### Sentiment & Feedback

Analyze reviews from E-commerce and social media to capture satisfaction & complaints.

#### TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

**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 cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.

