

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	20 feb 2026
Team ID	LTVIP2026TMIDS37686
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 displays the 'Brainstorm & Idea Prioritization' template interface. It is divided into three main vertical sections:

- Before you collaborate:** This section includes a lightbulb icon, a timer icon indicating 10 minutes, and a brief description: "A little bit of preparation goes a long way with this session. Here's what you need to do to get going." It also lists three steps:
  - A Team gathering:** Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
  - B Set the goal:** Think about the problem you'll be focusing on solving in the brainstorming session.
  - C Learn how to use the facilitation tools:** Use the Facilitation Superpowers to run a happy and productive session.A "Open article" button is located at the bottom of this section.
- Define your problem statement:** This section includes a timer icon indicating 5 minutes and a box labeled "PROBLEM" containing the placeholder text "How might we [your problem statement]?".
- Key rules of brainstorming:** This section features a brain icon and a list of six rules, each accompanied by an icon:
  - 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!

**Sales & Growth Analysis**  
Market share with competitors  
iPhone sales > iPhone user  
**Consumer Insights**  
Age group buying iPhone  
Urban vs Rural demand  
Children vs Non-compliant  
**Pricing & Economic Impact**  
Price based on market price  
Impact of price on sales  
Competitor pricing strategy  
**Business & Brand Impact**  
Apple store location analysis  
Manufacturing growth in India  
All content legal & compliant

**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

**TIP**  
Add customizable tags to sticky notes to find them easier, and drag-and-drop features as needed within your cluster.

Person 5 Person 6 Person 7

## Step-3: Idea Prioritization

**1 Prioritize**

Your team should 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 voices to point at where sticky notes belong on the grid. The facilitator can confirm this by using the laser pointer holding two fingers on the laser beam.

**Importance**  
If each of these ideas were done without any difficulty or cost, which would move the most positive impact?

**Feasibility**

Regardless of their importance, ideas that are more feasible than others should take priority.

Apple Store Expansion Data