

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 January 2026
Team ID	LTVIP2026TMIDS61666
Project Name	I Revolution_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 a digital template for a brainstorming session. On the left, there is a vertical sidebar with the text "LTVIP2025TMIDS735". The main area has a blue header bar with the title "Brainstorm & idea prioritization" and the subtitle "IREVOLUTION". Below this, there is a large white space for notes. To the right, the first step of the process is displayed:

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

A text input field contains the placeholder "PROBLEM How might we [your problem statement]?". Below it, a green box contains the "How might we" statement: "How might we help Apple and stakeholders explore iPhone sales, features, and market performance in India more effectively using interactive dashboards and storytelling?".

At the bottom right, a box titled "Key rules of brainstorming" lists five rules with icons:

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

At the bottom left, there is a section titled "Need some INSPIRATION?" with a link to a "finished version of this template" and a "Open example" button. There are also two small thumbnail images of other templates.

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.
- Build story dashboards explaining Apple's quarterly growth.
- Visualize price vs. battery type preferences among Indian consumers.
- Add toggle to view premium models only (iPhone 13+, 14 Pro).
- Highlight pricing trends across flagship launches.
- Use Tableau parameters to simulate different market scenarios.
- 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 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

