

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 January 2026
Team ID	LTVIP2026TMIDS49558
Project Name	Strategic Product Placement Analysis
Maximum Marks	4 Marks

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

1

Define your problem statement

How Might We analyze and visualise product positioning in a competitive market using data-driven insights to help businesses identify pricing strategy, Customer perception, and market gaps?

[🕒 5 minutes](#)

PROBLEM

How might we [your problem statement]?



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

Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

Task 1

- Analyse price vs customer Rating
- Identify premium vs budget product segments
- Detect market gaps for better product positioning

No collaboration during this and fill the presentation in afterwards in your meeting

1 Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all writing notes have been grouped, grab each cluster a sentence-like title. It's cluster to cluster that you really review, try and send it you and break it up into smaller sub-groups.

10 minutes

Forming user segmentation

Analyse price vs customer Rating

Identify premium vs budget product segments

Detect market gaps for better product positioning

Target Market

Competitor

Market

Step-3: Idea Prioritization

