

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 January 2025
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.

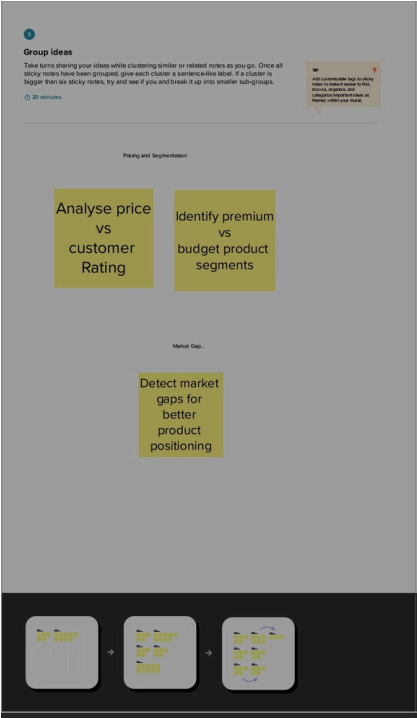
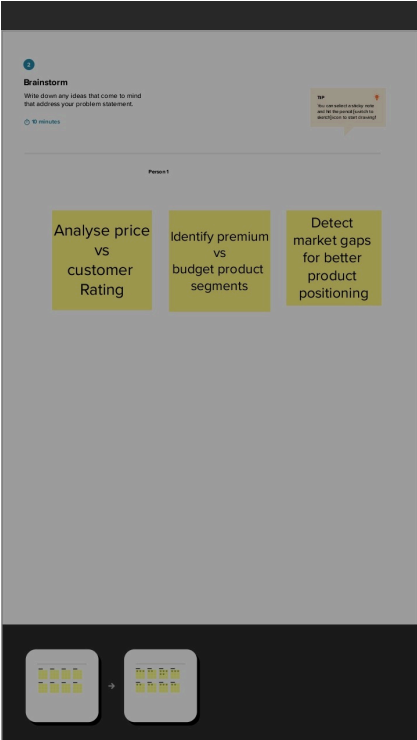
 Defer judgment.

 Listen to others.

 Go for volume.

 If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping



Step-3: Idea Prioritization

1

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on the grid to determine which ideas are important and which are feasible.

20 minutes

Tip

Participants can use their own ideas to generate ideas. Also, they should go on the grid. The facilitator can perform the need to make the experience better. They can also make it.

