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

Step-2: Brainstorm, Idea Listing and Grouping
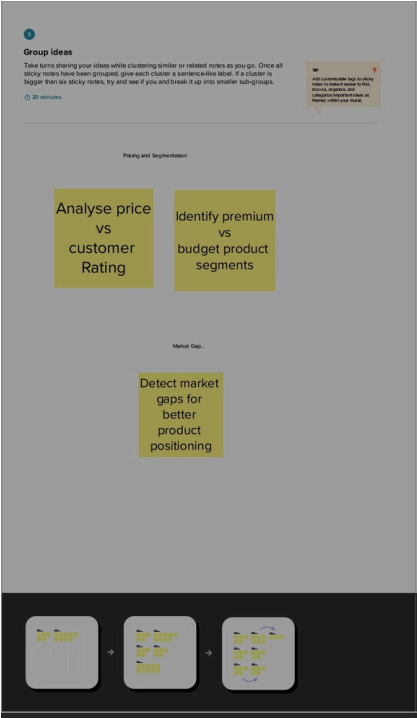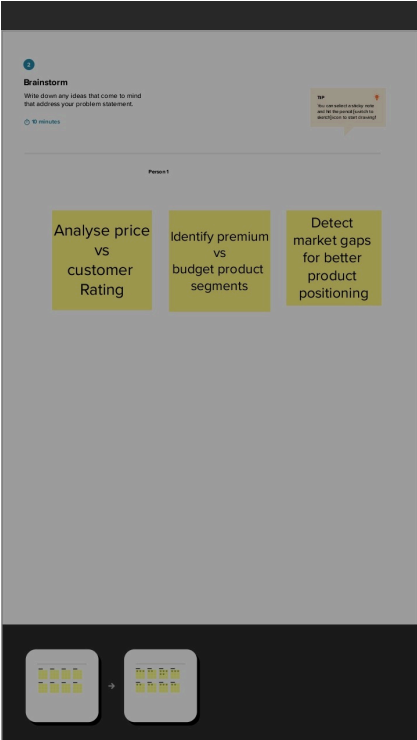
Step-3: Idea Prioritization

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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

Importance

If each o these tasks could get done without any difficulty or cost, which could have the most positive impact?

Analyse price vs customer Rating

Identify premium vs budget product segments

Detect market gaps for better product positioning

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)