

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

Step-2: Brainstorm, Idea Listing and Grouping

The image consists of two vertically stacked screenshots from the Miro app, illustrating the 'Brainstorm' and 'Group ideas' phases of a workshop.

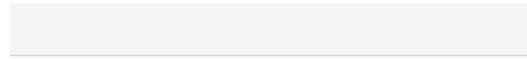
Top Screenshot (Brainstorm Phase):

- Header:** Step 2: Brainstorm
- Text:** Write down any ideas that come to mind that address your problem statement.
- Time:** 10 minutes
- Notes:** You can delete existing notes or add new ones by clicking on them to start drawing.
- Person 1:** A placeholder for a user profile.
- Ideas:** Three yellow sticky notes with the following text:
 - Analyse price vs customer Rating
 - Identify premium vs budget product segments
 - Detect market gaps for better product positioning
- Diagram:** Shows a sequence of three cards: a single card with four small yellow squares, followed by a card with six small yellow squares, and finally a card with eight small yellow squares, indicating a progression or flow.

Bottom Screenshot (Group ideas Phase):

- Header:** Step 3: Group ideas
- Text:** 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 into smaller subgroups.
- Time:** 20 minutes
- Notes:** Add customizable tags to identify clusters. You can move, resize, trim, organize, and rearrange notes as easily as you like.
- Labels:** Pricing and Segmentation, Market Gap...
- Ideas:** The same three yellow sticky notes from the previous step are now clustered together under the 'Market Gap...' label.
- Diagram:** Shows a sequence of three cards: a single card with four small yellow squares, followed by a card with six small yellow squares, and finally a card with eight small yellow squares, indicating a progression or flow.

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

TOP

Participants can use their knowledge to prioritize ideas. Ideas are rated on two axes: importance and feasibility. The top-left corner holds the most important and feasible ideas.

