

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

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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 displays two screenshots of a digital workspace interface, likely from a software like Miro or Trello, illustrating the 'Brainstorm' and 'Group Ideas' phases of a process.

Phase 1: Brainstorm

This phase involves listing ideas. The interface includes a header with a 'Brainstorm' icon, a timer set to 10 minutes, and a note: "Write down any ideas that come to mind that address your problem statement." Below this, there are three yellow cards with the following text:

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

At the bottom, there is a visual representation of idea clustering: three grey boxes containing small yellow icons, connected by arrows indicating the grouping of ideas.

Phase 2: Group Ideas

This phase involves organizing the listed ideas. The interface includes a header with a 'Group Ideas' icon, a timer set to 20 minutes, and a note: "Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been placed, give each cluster a sentence-like title. If a cluster is too large, break it into smaller groups, try and break it down if it's too small." Below this, the same three yellow cards are shown, along with a new one:

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

Below these cards, there is a visual representation of idea clustering: three grey boxes containing small yellow icons, connected by arrows, followed by a third box showing a larger cluster of icons with a blue arrow pointing to it, indicating the merging of smaller clusters into a larger one.

Step-3: Idea Prioritization

