Ideation Phase
Brainstorm & Idea Prioritization Template

Date	31 January 2026
Team ID	LTVIP2026TMIDS61214
Project Name	I Revolution_ A Data-driven Exploration of Apple's iPhone Impact in India using tableu
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

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

Step-2: Brainstorm, Idea Listing and Grouping

② Brainstorm

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

⏱ 10 minutes

- **State-wise** Create an interactive map showing iPhone sales state-wise in India.
- **Build story dashboards explaining Apple's quarterly growth.**
- **Visualize price vs. battery type preferences among Indian consumers.**
- **Add toggle to view premium models only (iPhone 13+, 14 Pro).**
- **Use Tableau parameters to simulate different market scenarios.**
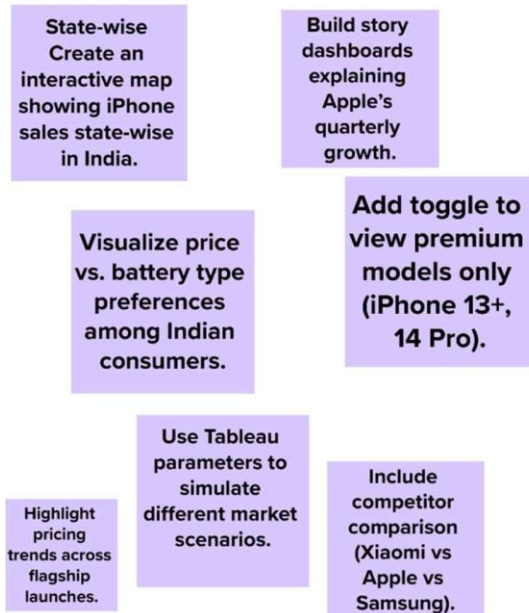- **Include competitor comparison (Xiaomi vs Apple vs Samsung).**
- **Highlight pricing trends across flagship launches.**

③ Group ideas

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 and break it up into smaller sub-groups.

⏱ 20 minutes

State-wise sales map	Tier 1 vs Tier 2 city performance	North vs South India breakdown
Battery type vs Avg Price	Display size vs Market Demand	RAM/ Camera vs Price band
Year-wise growth timeline	Quarterly market share donut + bar combo	Executive summary with KPIs
AR-based visualizations	Voice-activated insights	Customer sentiment analysis overlay

Step-3: Idea Prioritization

④ 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