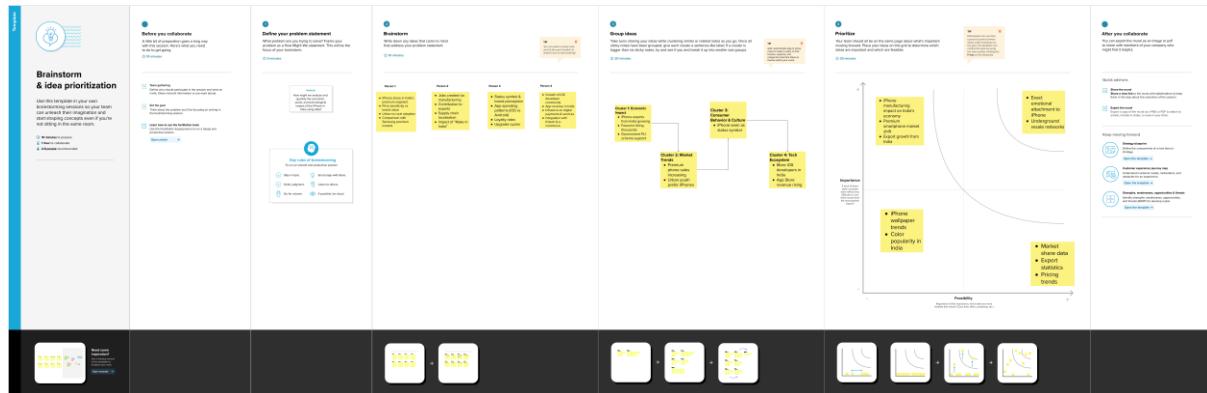


# Ideation Phase

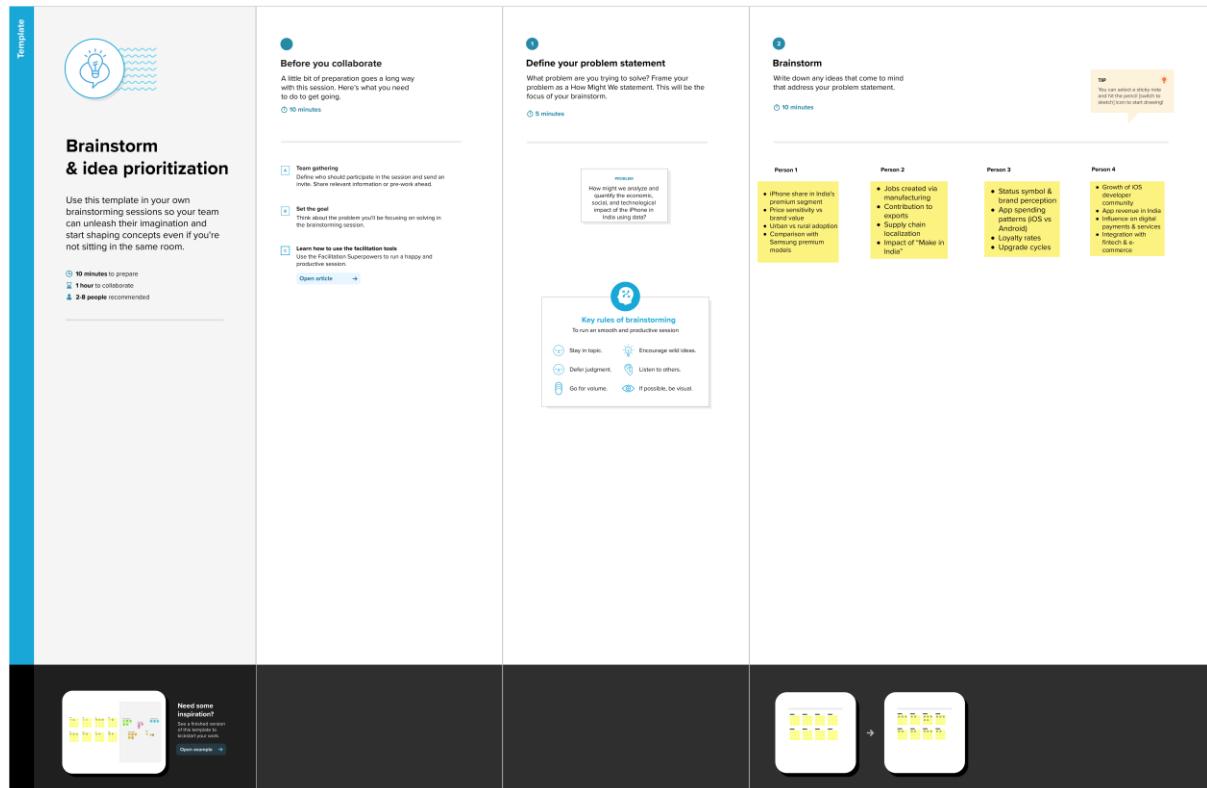
## Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	LTVIP2026TMIDS90481
Project Name	IRevolution: A Data-Driven Exploration of Apple's iPhone Impact in India
Maximum Marks	4 Marks

### Brainstorm & Idea Prioritization Template:



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



## Step-2: Brainstorm, Idea Listing , Grouping and Ideations

**1 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 can break it up into smaller sub-groups.

0 20 minutes

**2 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.

0 20 minutes

**3 After you collaborate**

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

- Share the mural: Share a view link to the mural with stakeholders to keep them updated on the outcomes of the session.
- Export the mural: Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

- Strategic blueprint**: Define the components of a new idea or strategy. [Open the template](#)
- Customer experience journey map**: Map customer needs, motivations, and obstacles for an experience. [Open the template](#)
- Strengths, weaknesses, opportunities & threats**: Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan. [Open the template](#)