

Ideation Phase

Brainstorm & Idea Prioritization Template

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| Date | 31 January 2026 |
| Team ID | LTVIP2026TMIDS24238 |
| Project Name | I Revolution_A Data-driven Exploration of Apple's iPhone Impact in India using tableau |
| 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

The screenshot shows a web-based template for a brainstorming session. On the left, there is a vertical sidebar with the text "LTVIP2025TMIDS735" and a blue decorative bar. The main area has a white background with a teal header bar containing the title "Brainstorm & idea prioritization" and the subtitle "IREVOLUTION". In the top right, there is a circular icon with a lightbulb and wavy lines. Below it, a section titled "Define your problem statement" with a sub-instruction: "What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm." It includes a timer icon and "5 minutes". A box labeled "PROBLEM" contains the placeholder "How might we [your problem statement]?". To the right, a teal box contains the problem statement: "How might we help Apple and stakeholders explore iPhone sales, features, and market performance in India more effectively using interactive dashboards and storytelling?". At the bottom, a box titled "Key rules of brainstorming" lists six rules with icons: "Stay in topic.", "Encourage wild ideas.", "Defer judgment.", "Listen to others.", "Go for volume.", and "If possible, be visual.". At the very bottom, there is a dark footer bar with a small grid of colored squares and a link: "Need some inspiration? See a finished version of this template to kickstart your work. Open example →".

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).

Highlight pricing trends across flagship launches.

Use Tableau parameters to simulate different market scenarios.

Include competitor comparison (Xiaomi vs Apple vs Samsung).

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 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

