

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	24 june 2025
Team ID	LTVIP2025TMID50169
Project Name	iRevolution 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.

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

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


Template



Brainstorm & idea prioritization

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.




⌚ 10 minutes to prepare
🕒 1 hour to collaborate
👤 2-9 people recommended




Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

⌚ 10 minutes

-  **Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
-  **Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.
-  **Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive session.
[Open article](#) →




Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

⌚ 5 minutes







PROBLEM

Address Economic and Cultural Influence: The iPhone has not only changed how we communicate but also how we consume content. It has become a gateway to digital entertainment, education, and more. How can we leverage this digital influence to promote Indian culture and products globally? (Focus on how we can use the iPhone to promote Indian culture and products globally.)



Key rules of brainstorming

To run a 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

2 Brainstorm

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

🕒 10 minutes

T.Satyadeep

1. Analyze iPhone demand in India by region, age group, gender, income, and education.
2. Analyze iPhone demand in India by region, age group, gender, income, and education.
3. Analyze iPhone demand in India by region, age group, gender, income, and education.
4. Analyze iPhone demand in India by region, age group, gender, income, and education.
5. Analyze iPhone demand in India by region, age group, gender, income, and education.

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Person 3

1. Analyze iPhone demand in India by region, age group, gender, income, and education.
2. Analyze iPhone demand in India by region, age group, gender, income, and education.
3. Analyze iPhone demand in India by region, age group, gender, income, and education.
4. Analyze iPhone demand in India by region, age group, gender, income, and education.
5. Analyze iPhone demand in India by region, age group, gender, income, and education.

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 can break it up into smaller sub-groups.

🕒 20 minutes

T.Satyadeep

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This Tableau project explores the economic and cultural influence of Apple's iPhone in India by analyzing data across consumer behavior, regional trends, and digital adoption. It examines how factors like EMI schemes, urbanization, and brand loyalty affect iPhone sales, and how product launches correlate with changes in app usage, digital payments, and premium retail growth. By visualizing upgrade patterns, regional preferences, and the impact of Apple Store openings, the dashboard provides a data-driven look at how the iPhone is shaping India's digital and aspirational economy.

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

TIP

Participants can use their cursor to point at where sticky notes should go on the grid. The facilitator can confirm the spot by doing the laser pointer holding the **H key** on the keyboard.

