

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 July 2025
Team ID	PNT2025TMID09535
Project Name	iRevolution : A data driven exploration of Apple iPhone impact in India
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

PROBLEM

How might we explore the social , economics, culture impact of the Apple iPhone in India using data-driven insight?

Step-2: Brainstorm, Idea Listing and Grouping

Brainstorm

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

15 minutes

Person 1

iPhone's are too expensive for the average buyer

Apple ecosystem feels too closed

Person 3

Resale value of iPhone is high to compared to iPhone

iPhone dominate premium phone sales not volume

Person 2

Android offers more features at lower price

Person 4

most creators
(influencers)
use iPhones
for content

iPhones
drive app
development
standards in
Android

Tip
You can collect a single row
next to the second (rightmost)
column in a table. Check to

THE
NATION'S LEADING
SOURCE FOR
THE LATEST
INFORMATION ON
THE FUTURE OF
TECHNOLOGY

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-line label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

larger than

Affordability And Access

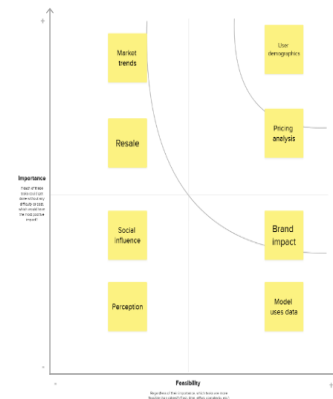
Perception
And Status

Ecosystem
And
Experience

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.

There are two



- *After you collaborate*

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

Quick add-ons

[Show the most](#)

Export the model
Export a version of the model as a SHG or RGC model.

Kenya studies suggest

Strategy Blueprint
Define the components of a new idea or

[Open the template »](#)

Understand customer needs, and address obstacles for an experience

Strength, weakness, opportunities & threats