Ideation Phase

Brainstorm s Idea Prioritization Template

Date	9 FEB 2026
Team ID	LTVIP2026TMIDS74471
Project Name	Toy Craft Tales: tableau's vision into toy manufacturer data
Maximum Marks	2 Marks

Brainstorm s 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

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

Brainstorm & idea prioritization

In the *ToyCraft Tales* project, the team brainstormed ideas on sales, inventory, and customer trends, then prioritized them using Mural's Impact vs Effort matrix. Quick wins like top-selling toys and age-based sales were selected for early Tableau dashboards, while deeper insights like profit margins were planned for later. This kept the focus on high-impact, easy-to-build visuals.

- ⏱ **10 minutes** to prepare
- ⧗ **1 hour** to collaborate
- 👤 **2-8 people** recommended

Before you collaborate

Align on project goals, understand the available toy data, and define target users. Make sure everyone is ready to brainstorm insights that support better decisions through Tableau

⏱ **10 minutes**

A **Team gathering**
Bring together toy designers, data analysts, sales, and product managers to align on goals and explore insights that improve toy production and sales using Tableau

B **Set the goal**
Use Tableau to analyze toy sales, production, and customer trends—helping the team make smarter decisions about what toys to produce, where to sell, and how to improve performance.

C **Learn how to use the facilitation tools**
Familiarize the team with tools like **Mural** for idea sharing and **Tableau** for visualizing toy data. These tools help structure collaboration and turn toy sales and production insights into clear, actionable dashboards.

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① Define your problem statement

Which toy categories are underperforming across branches, and how can we optimize production and inventory using Tableau insights?

⏱ **5 minutes**

> **PROBLEM**
> How might we identify underperforming toy categories to improve production and inventory planning?

Key rules of brainstorming
To run an smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- 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

TIP
You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

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

TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Sales Analyst

| Identify toy categories with lowest monthly sales | Compare sales by toy type across branches |
| Show year-over-year decline in specific toy categories | Create a dashboard highlighting best vs worst-selling toys |

Inventory Manager

| Match high inventory with low sales by toy category | Flag toys that remain unsold beyond 60 days |
| Visualize warehouse stock levels by toy type | Track restock frequency vs sales for slow-moving toys |

Product Manager

| List toys with high production cost but low demand | Analyze return rates by toy category |
| Find age groups not engaging with certain toys | Highlight toys discontinued due to low performance |

Marketing Analyst

| Compare campaign performance to toy sales | Identify toys with low online engagement but high production |
| Track customer reviews for poorly performing toys | Map regional interest in low-selling toys |

Store Manager

| Identify toys customers frequently ask about but don't buy | Check shelf time per toy category |
| Track discounts offered on slow-moving toys | Compare weekend vs weekday sales for underperforming toys |

Customer Insights Specialist

| Collect customer feedback on toys with poor sales | Segment sales data by customer type (member vs normal) |
| Match toys to satisfaction scores and complaints | Identify toy types bought but often returned by first-time buyers |

The team's ideas to address underperforming toy categories were grouped into five key areas. Under **Sales Performance**, ideas included identifying low-selling toy categories, comparing sales across branches, and segmenting by customer type. In **Inventory & Stock Issues**, the focus was on matching unsold stock with sales data, tracking shelf time, restock frequency, and discount trends. **Product Quality & Returns** covered high-cost low-demand toys, frequent returns, and discontinued items. **Customer & Market Feedback** included analyzing feedback, satisfaction scores, age group engagement, and regional interest. Finally, **Marketing & Promotion** ideas looked at campaign impact and online engagement for poorly performing toys. These grouped insights will guide dashboard priorities in Tableau.

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 cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer-holding the H key on the keyboard.

Importance
Finding low-selling toys and managing inventory is very important for business decisions.

Feasibility
It's easier to do sales and inventory tracking than return or feedback analysis.