Ideation Phase
Brainstorm & Idea Prioritization Template

Date	03 February 2026
Team ID	LTVIP2026TMIDS89201
Project Name	ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data
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

**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
- 👤 **2-8 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

How might we help
busy parents easily
find educational and
age-appropriate toys
that match their
child's interests?

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

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!

Person 1

Interactive Survey Tools – Create online surveys for parents and kids to vote on their favorite toys by age group.

Social Media Sentiment Analysis – Use Instagram and YouTube comments to analyze trending toys among teens and children.

Toy Wishlist Polls – Partner with schools to collect kids' toy wishlists anonymously for local preference insights.

Person 2

Heat Map Dashboard – Build a Tableau map showing toy sales intensity by state and month.

Holiday Toy Tracker – Analyze past 5 years of data to find top-selling toy categories during Christmas and summer breaks.

Demand Forecasting Model – Use a simple time series prediction to suggest which toys to pre-stock per region

Person 3

Toy Recommender Quiz – Design a short quiz for customers to get toy suggestions based on child's age, interests, and learning style.

Visual Filters in Dashboards – Let users explore toy preferences by dragging filters (e.g., Age, State, Season) on Tableau.

One-Click Compare Tool – Help users compare up to 3 toys side-by-side on features like safety, price, learning benefits.

Person 4

Smart Inventory Suggestions – Recommend stock levels to regional managers based on past sales + climate + festivals.

Product Bundling Ideas – Identify best-selling combinations like "STEM Toy + Activity Book" and suggest as bundles.

Low-Performing Toy Alerts – Notify manufacturers when a toy consistently underperforms in a specific region.

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.

Consumer Insight & Preferences

Interactive Survey Tools – Create online surveys for parents and kids to vote on their favorite toys by age group.

Social Media Sentiment Analysis – Use Instagram and YouTube comments to analyze trending toys among teens and children.

Toy Wishlist Polls – Partner with schools to collect kids' toy wishlists anonymously for local preference insights.

Data Analysis & Sales Trends

Heat Map Dashboard – Build a Tableau map showing toy sales intensity by state and month.

Holiday Toy Tracker – Analyze past 5 years of data to find top-selling toy categories during Christmas and summer breaks.

Demand Forecasting Model – Use a simple time series prediction to suggest which toys to pre-stock per region

Shopping Experience & UX Improvements

Toy Recommender Quiz – Design a short quiz for customers to get toy suggestions based on child's age, interests, and learning style.

Visual Filters in Dashboards – Let users explore toy preferences by dragging filters (e.g., Age, State, Season) on Tableau.

One-Click Compare Tool – Help users compare up to 3 toys side-by-side on features like safety, price, learning benefits.

Business Strategy & Inventory Optimization

Smart Inventory Suggestions – Recommend stock levels to regional managers based on past sales + climate + festivals.

Product Bundling Ideas – Identify best-selling combinations like "STEM Toy + Activity Book" and suggest as bundles.

Low-Performing Toy Alerts – Notify manufacturers when a toy consistently underperforms in a specific region.

Step-3: Idea Prioritization

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.

Heat Map Dashboard – Build a Tableau map showing toy sales intensity by state and month.

Holiday Toy Tracker – Analyze past 5 years of data to find top-selling toy categories during Christmas and summer breaks.

Visual Filters in Dashboards – Let users explore toy preferences by dragging filters (e.g., Age, State, Season) on Tableau.

Interactive Survey Tools – Create online surveys for parents and kids to vote on their favorite toys by age group.

Importance
If each of those tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility
Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)