

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	27 june 2025
Team ID	LTVIP2025TMID49260
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

Problem Statement:

To analyze and visualize the historical trends and patterns in toy manufacturing across U.S. states using Tableau, based on data from 2005–2016. The goal is to identify:

- Top manufacturing states
- Annual decline/growth trends
- Comparative insights through Index and manufacturer count
- Overall economic contributions of toy manufacturing

Step-2: Brainstorm, Idea Listing and Grouping

Brainstormed Ideas:

Idea Description	Category
A Compare top 10 states by Index	Geography
B Analyze yearly trend of manufacturer count	Time Series
C Visualize Index vs Manufacturer count	Comparative Metrics
D Focus on total economic output using the Index	Economics
E Use bar and area charts for simplicity and clarity	Visualization
F Add insights using story feature in Tableau	Storytelling

Idea Description

Category

G Source high-quality dataset from Kaggle

Data Source

Grouped Themes:

- **Geographic Analysis:** A
- **Time-based Trends:** B
- **Index & Metric Comparisons:** C, D
- **Design & Visualization Strategy:** E, F
- **Data Preparation:** G

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

