

Ideation Phase


Brainstorm & Idea Prioritization Template

Date	18 June 2025
Team ID	LTVIP2025TMID47570
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.



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

A

Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B

Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

C

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

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1


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


Parents and kids struggle to find toys that are fun, safe, educational, and personalized—leading to poor purchase decisions, short-lived engagement, and wasted money.





Key rules of brainstorming


To run a smooth and productive session


 Stay in topic.

 Encourage wild ideas.

 Defer judgment.

 Listen to others.

 Go for volume.

 If possible, be visual.

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 [print] (switch to sticky) icon to start drawing!

Person 1

A toy recommendation app with a mood scanner

Person 3

"Build Your Own Toy" kits for kids

Person 2

Voice-activated toys that teach languages

Person 4

AI chatbot for parents to filter toys by age/needs

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

TIP

Add customizable tags to sticky notes so users can easily find, browse, organize, and categorize important ideas as themes within your mural.

Toy recycling exchange between families

Smart shelf that tracks which toys are used most

AI chatbot for parents to filter toys by age/needs

Subscription box with surprise toys based on interest

Augmented reality (AR) toy trials before buying

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.

