

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	15 February 2026
Team ID	LTVIP2026TMIDS83686
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.

Step-1: Team Gathering, Collaboration and Select the Problem Statement

The template interface is divided into three main vertical sections:

- Left Column:** Features a blue circular icon with a lightbulb and speech bubble, followed by the title "Brainstorm & idea prioritization". Below the title is a descriptive paragraph: "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." At the bottom are preparation details: "10 minutes to prepare", "1 hour to collaborate", and "2-8 people recommended".
- Middle Column:** Titled "Before you collaborate", it contains a sub-section "A Team gathering" with instructions to define participants and share pre-work. It also includes "B Set the goal" (think about the problem) and "C Learn how to use the facilitation tools" (use Superpowers). A "Open article" button is present. A timer icon indicates "10 minutes".
- Right Column:** Titled "Define your problem statement", it asks "What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm." A timer icon indicates "5 minutes". It features a "PROBLEM" box containing the placeholder "How might we [your problem statement]?" and a "Key rules of brainstorming" section with five rules: Stay in topic, Encourage wild ideas, Defer judgment, Listen to others, Go for volume, and If possible, be visual. Each rule has an associated icon.

Step-2: Brainstorm, Idea Listing and Grouping

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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

Create KPI dashboard showing total manufacturers and total states

Visualize year-wise growth trend

Person 2

Develop state-wise comparison map

Highlight top-performing state

Person 3

Identify peak manufacturing year

Add growth analysis chart

Person 4

Create ranking of states by manufacturer count

Enable interactive filtering by state and year

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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 to make it easier to find. Browse, organize, and categorize important ideas as themes within your mural.

1. Performance Overview

- Total Manufacturers KPI
- Total States KPI
- Top State Identification
- Peak Year Identification

2. Trend & Growth Analysis

- Year wise Trend Area chart
- Year Wise Manufacturers Share
- Growth Analysis visualization

3. State Wise Distribution

- State wise Manufacturers
- Top 10 States bar chart
- State wise bar chart
- Manufacturers Share by state

4. Interactive Analytics

- State Filter
- Year Filter
- Dynamic Dashboard Layout
- Scenes & Story for Sales

Step-3: Idea Prioritization

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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.

