

Ideation Phase

Brainstorm & Idea Prioritization

Date	15 february 2026
Team ID	LTVIP2026TMIDS61809
Project Name	Toy craft tales: tableau's vision into toy manufacturer data
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization:

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

The screenshot shows a template for 'Brainstorm & Idea Prioritization' designed for the 'ToyCraft Tales' project. The interface is divided into several sections:

- Template Sidebar:** On the left, there's a vertical sidebar with a blue header labeled 'Template'. It features a circular icon with a lightbulb and wavy lines, followed by the title 'Brainstorm & idea prioritization'.
- Project Overview:** Below the title, it says '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.'
- Preparation Time:** It indicates '10 minutes to prepare', '1 hour to collaborate', and '2-8 people recommended'.
- Before you collaborate:** A step with a timer icon showing 10 minutes. It asks to align on project goals, understand available toy data, and define target users. It also mentions that everyone is ready to brainstorm insights that support better decisions through Tableau.
- Define your problem statement:** A step with a timer icon showing 5 minutes. It asks to identify underperforming toy categories across branches and optimize production and inventory using Tableau Insights. A callout box titled 'PROBLEM' asks: 'How might we identify underperforming toy categories to improve production and inventory planning?'
- Team gathering:** A step with a timer icon showing 10 minutes. It suggests bringing together toy designers, data analysts, sales, and product managers to align on goals and explore insights that improve toy production and sales using Tableau.
- Set the goal:** A step with a timer icon showing 10 minutes. It uses Tableau to analyze toy sales, production, and customer trends to help the team make smarter decisions about what toys to produce, where to sell, and how to improve performance.
- Learn how to use the facilitation tools:** A step with a timer icon showing 10 minutes. It familiarizes the team with tools like Mural for idea sharing and Tableau for visualizing toy data. It emphasizes the importance of structure, collaboration, and turning insights into clear, actionable dashboards.
- Key rules of brainstorming:** A summary section with a timer icon showing 10 minutes. It lists five rules:
 - Stay in topic.
 - Defer judgment.
 - Go for volume.
 - Encourage wild ideas.
 - Listen to others.
 - If possible, be visual.

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 [pencil] icon to start drawing!

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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 break it up into smaller sub-groups.

⌚ 20 minutes

TIP

Add customizable tags to sticky notes to mark, filter, find, browse, organize, and categorize important ideas as themes within your board.

Sales Analyst

Identify toy categories with lowest monthly sales	Compare sales by toy type across branches
Show year-over-year performance for specific toy categories	Create a dashboard comparing best vs worst-selling toys

Inventory Manager

Match high inventory with low sales by toy category	Flag toys that remain unsold beyond 90 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 buying toys 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 purchase
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 discount offers on slow-moving toys	Conduct weekend vs weekday analysis 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 most 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

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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

Remember to place them closest to points of where sticky notes would go on the grid. This helps to visually connect the dots by using the linear pattern holding the sticky notes in place.

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.