Ideation Phase
Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	LTVIP2026TMIDS36439
Project Name	Toycraft Tales Tableau's vision into Toy manufactures 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

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 a pencil (bucket to
sketch) icon to start drawing!

Person 1

Develop an interactive dashboard to analyze overall sales, profit, and quantity across regions and time periods.

Person 2

Perform category-wise and product-wise analysis to identify top-performing and low-performing toys

Person 3

Use geographical visualization to compare sales performance across different cities and regions.

Person 4

Analyze monthly and yearly sales trends to identify seasonal demand patterns and peak sales periods.

Person 5

Evaluate profit margins and discount impact to improve pricing strategy and increase overall profitability.

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 and break it up into smaller sub groups.

⏱ 30 minutes

TIP

To analyze Toys Sales data to identify sales performance trends, product category performance, regional growth patterns, seasonal demand variations, and profitability insights in order to support data-driven business decisions

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

Importance

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

Ideal

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.

Feasibility

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