

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

Template



Brainstorm & idea prioritization

The Toy Manufacturers' Data Exploration and Visualization Project aims to leverage the power of Tableau to provide a comprehensive analysis of the toy manufacturing industry. By delving into the vast dataset encompassing various facets of the industry, the project seeks to uncover valuable insights related to market trends, production patterns, and consumer preferences.

- 🕒 10 minutes to prepare
- 👥 1 hour to collaborate
- 👤 5 people recommended

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

1 Team gathering

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

2 Set the goal

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

3 Learn how to use the facilitation tools

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

[Open article](#) →

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

"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."

Key rules of brainstorming

To run an smooth and productive session

- 🗣️ Stay in topic.
- 💡 Encourage wild ideas.
- 🚫 Defer judgment.
- 👂 Listen to others.
- 🗒️ Go for volume.
- 👁️ If possible, be visual.



Need some inspiration?

Start a Brainstorm session at 10:00 AM on 31 Jan 2025. Open example

Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm

Write down every idea that comes to mind that addresses your problem statement.

10 minutes

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 can break it up into smaller sub-groups.

30 minutes

Tip: First cluster is what keeps the sticky notes in a single cluster. For each cluster, give it a label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

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

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

Importance

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

Feasibility

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

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.