

## Ideation Phase

### Brainstorm & Idea Prioritization Template

|               |   |
|---------------|---|
| Date          | 31 January 2025   |
| Team ID       | LTVIP2026TMIDS90954   |
| 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.

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 a "Brainstorm & idea prioritization" session. The interface is divided into three main sections:

- Left Panel (Template Overview):** Features a lightbulb icon, the title "Brainstorm & idea prioritization", and a brief description: "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." It also includes preparation time ("10 minutes to prepare"), collaboration time ("1 hour to collaborate"), and recommended team size ("2-8 people recommended").
- Middle Panel (Before you collaborate):** A step titled "Before you collaborate" with a sub-step "Define your problem statement". It includes a note: "A little bit of preparation goes a long way with this session. Here's what you need to do to get going." A timer indicates "10 minutes".
- Right Panel (Define your problem statement):** A step titled "Define your problem statement" with a sub-step "How might we use data visualization to understand trends and distribution of toy manufacturer across US states?". It includes a note: "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 indicates "5 minutes".

## Step-2: Brainstorm, Idea Listing and Grouping

**2 Brainstorm**

Write down any ideas that come to mind that address your problem statement.

⌚ 10 minutes

**Susmitha**

- Integrate multiple dashboards
- Real-time dashboard
- Machine learning for dashboards
- Design dashboards
- Performance analysis
- Strategic assessment

**Rishi**

- Design dashboards
- Machine learning
- Performance analysis
- Strategic assessment

**Ramya**

- Integrate multiple dashboards
- Machine learning
- Performance analysis

**Balakrishna**

- Integrate multiple dashboards
- Machine learning
- Performance analysis
- Strategic assessment

**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

**Develop interactive Tableau dashboard**

**Create state-wise geographic visualization**

**Analyze year-wise manufacturer growth**

**Identify Top 10 performing states**

**Enable dashboard filters for user interaction**

## 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**  
A high priority idea is one that gets done first, even if it's most difficult or least interesting, because it has the most positive impact.

**Feasibility**  
A low priority idea is one that's easiest to do, even if it's least interesting or most difficult, because it has the least positive impact.

**TIP**  
Participants can use their sticky notes to point out which notes should go in which quadrant. Encourage them to move the notes by dragging and dropping them on the segments.

**5 After you collaborate**

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

**Quick add-ons**

- Share the mural**  
Share a link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- Report the mural**  
Report a copy of the mural as a PPT or PDF to attach to emails, include in slides, or save in your drive.

**Keep moving forward**

- Strategic Map**  
Define the components of a new idea or strategy.  
[Open the template →](#)
- Customer experience journey map**  
Map the customer experience needs, motivations, and obstacles for an experience.  
[Open the template →](#)
- Strengths, weaknesses, opportunities & threats**  
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.  
[Open the template →](#)