

# IDEATION PHASE

## BRAINSTORM & IDEA PRIORITIZATION TEMPLATE

Date	January 2026
Team ID	LTVIP2026TMIDS86534
Project Name	ToyCraft tales: tableau's vision into toy manufacturer data
Maximum Marks	4 Marks

Step-1: Team Gathering, collaboration and select the problem statement

The screenshot shows a template for 'Brainstorm & idea prioritization'. On the left, a vertical sidebar labeled 'Template' features a blue bar at the top and a light gray area below. In the center, there are three main sections: 'Before you collaborate', 'Define your problem statement', and 'Problem'. The 'Before you collaborate' section includes a lightbulb icon, a timer icon (10 minutes), and a list of steps: 'Team gathering', 'Set the goal', and 'Learn how to use the facilitation tools'. It also has a 'Open article' button. The 'Define your problem statement' section includes a timer icon (5 minutes) and a detailed description of the problem: 'Toy manufacturers face difficulty in predicting market demand, understanding consumer preferences, and optimizing production due to lack of clear, visual insights from historical data'. The 'Problem' section contains a summary of the challenge and a 'Key rules of brainstorming' box with six rules: Stay in topic, Encourage wild ideas, Defer judgment, Listen to others, Go for volume, and If possible, be visual.

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

**2**

**Brainstorm**

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

⌚ 10 minutes

**TIP**  
You can select a sticky note and drag it to the top left corner to start grouping.

**Tanmayee**

By using the tableau prepare unique visualizations

give some analysis on top 10 and make visual for that



**B.Manasa**

Create interactive dashboards with filters for year, region, and category.

Add KPI titles

**U.Manasa**

analysis on which toys are preferred by different age groups

add some dashboards

**G.Kavya**

add some stories

Match production volume with regional purchasing trends

add some kpi's to understand it easily

**S.Bhuvaneswari**

create the different visualizations to understand the data

Track toy performance vs. competitors

use some tool tips

**3**

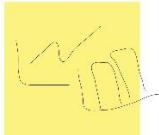
**Group ideas**

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

**TIP**  
Add a sticky note to stick notes in one cluster to keep them together or separate them across multiple clusters.

By using the tableau prepare unique visualizations



add some dashboards

Add some KPI titles

## 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

**TIP**  
Participants can use their cursor to point at where sticky notes should go on the grid. They can also click and drag them to a spot by using the laser pointer holding the H key on the keyboard.

**Importance**  
In which of these areas could we get done without any extra effort, or which areas have the most positive impact?

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

**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 view link to the mural with stakeholders to keep them in the loop about the outcome of the session.  
[Open the template →](#)
- Export the mural**  
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.  
[Open the template →](#)

**Keep moving forward**

- Strategy blueprint**  
Define the components of a new idea or strategy.  
[Open the template →](#)
- Customer experience journey map**  
Understand customer 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 →](#)