

# Ideation Phase

## Brainstorm & Idea Prioritization Template

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Date	25 June 2025
Team ID	LTVIP2025TMID47679
Project Name	Toy Craft 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.

### 1. Before You Collaborate

#### *Preparation Checklist*

- Invite cross-functional team (data analysts, UX designers, stakeholders)
- Share pre-read: Project brief, dataset summary (2005–2016 toy manufacturers)
- Assign roles: Facilitator, Note-taker, Timekeeper

#### **Tools Needed:**

- MURAL/Miro board (or physical sticky notes)
- Tableau dataset open for reference
- Timer

### 2. Define Your Problem Statement

#### *Focus Area*

*“How might we visually analyze the decline of US toy manufacturers (2005–2016) to identify resilient states and actionable insights?”*

#### **Key Metrics to Consider:**

- State-by-state manufacturer count

- Yearly change rates
- Index-based rankings

### 3. Brainstorm

#### *Guidelines*

- **Timebox:** 10 minutes silent ideation, 15 minutes discussion
- **Prompt:** “What visualizations or analyses would reveal hidden trends?”

Idea	Owner	Category (Geographic/Temporal/Predictive)
Animated map of closures by year	Alex	Geographic
Index-ranked bar chart (like image)	Sam	Comparative
Forecast model for 2025	Jordan	Predictive

### 4. Group Ideas

#### *Affinity Diagram*

#### **Group similar ideas:**

- Geographic**
  - Heatmap of "at-risk" states
  - Regional comparison charts
- Temporal**
  - Line chart of national totals
  - Year-over-year waterfall chart
- Comparative**
  - Index-based rankings (normalized)
  - State vs. national averages

## 5. Idea Prioritization

### *Impact/Effort Matrix*

Idea	Impact (1–5)	Effort (1–5)	Score	Votes
State index dashboard	5	3	15	●●●●
Survival rate calculator	4	2	12	●●○
Closure reason analysis	3	5	6	○○○

#### Key:

- **High Priority** (Top-right quadrant): State index dashboard
- **Parking Lot** (Low impact/High effort): Closure reason analysis