

Ideation Phase


Brainstorm & Idea Prioritization Template

Date	18 June 2025
Team ID	LTVIP2025TMID21215
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



Step-2: Brainstorm, Idea Listing and Grouping



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

 10 minutes


TIP
You can select a sticky note and then hit the pencil (!)

Jyoshna	Sandeep	Hepsiba	Chandrika
Compare toy sales by region	Analyze pricing for dolls	Track new building sets over time	Compare winter vs. summer sales

Compare toy sales by region

Brainstorm

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

 10 minutes

TIP

You can select a sticky note and then a sticky note!

Jyoshna

Compare toy sales by region

Sandeep

Analyze pricing for dolls

Hepsiba

Track new building sets over time

Chandrika

Compare winter vs. summer sales

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 break it up

 20 minutes

TIP

Add customizable tags to sticky cluster a clear heading

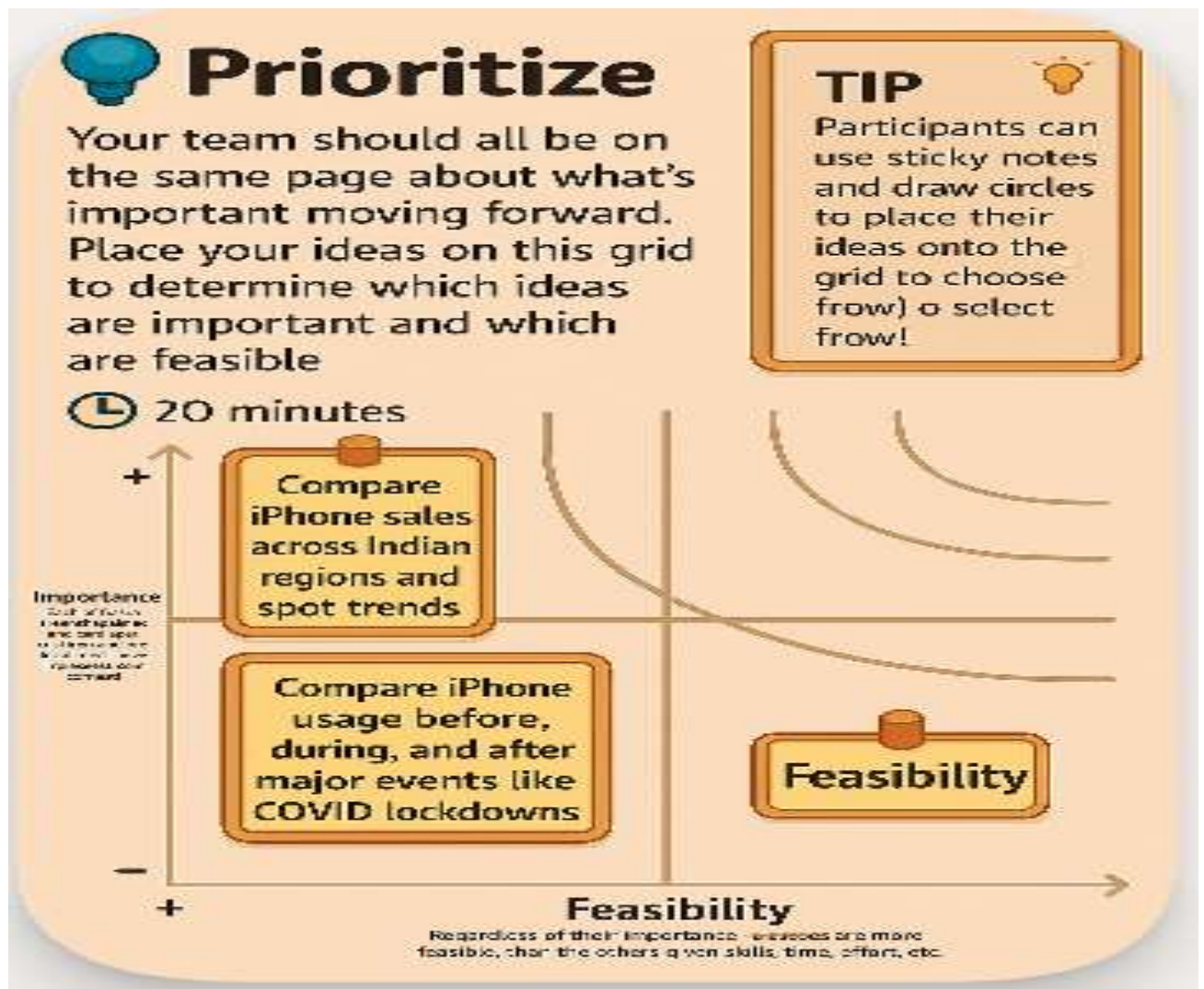
Cluster 1: Building Sets Popularity

Compare building set sales in different region

Analyzing Effects of the Seasons on Sales

Look at how seasonal differences in winter and summer sales for toy vehicles

Step-3: Idea Prioritization







Submitted Template link:

<https://app.mural.co/t/da9640/m/da9640/1750069641517/0f044a20c64822d02c0f812d3460c24477a5a6fa?sender=u47cabad28f7fc43c7e754820>

Conclusion: Building Blocks of Insightful Exploration

Like assembling a vibrant toy set, I pieced together a variety of colorful ideas to explore how Apple's iPhone has shaped the Indian landscape—using Tableau as my creative toolkit. Through structured brainstorming, these ideas formed four delightful clusters:

Clusters of Curiosity:

-  Mapping how iPhones are used across regions
-  Understanding how finances affect iPhone ownership
-  Tracking how the market shifts over time
-  Studying offers and changing public moods

Each concept was ranked like prized pieces in a toy collection—based on how well they fit the project vision and what tools Tableau can bring to life.

As a solo creator, this process gave me a crisp blueprint for how the final dashboard playset should look. The top-ranked ideas will become the main attractions—guiding visuals, crafting stories, and unlocking insights.