

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	LTVIP2026TMIDS66456
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

This brainstorming and idea prioritization template is designed to generate and organize solutions for the key problem statement:

"How might we create a centralized, visual, and interactive Tableau solution that helps retail managers and analysts understand the impact of product placement on sales?"

By involving all four team members—each with different roles and perspectives—we collected diverse ideas ranging from data visualization techniques to user experience improvements and system automation. These ideas were then grouped into common themes such as **Interactive Visualization, Analytics Tools, Performance Monitoring, and Stakeholder Access.**

To ensure efficient execution, the ideas were prioritized into three levels:

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High Priority for immediate implementation with high impact,

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Medium Priority for enhancements that add value,

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Low Priority for future improvements or nice-to-have features.

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Template



Brainstorm & idea prioritization

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.

🕒 10 minutes to prepare
🕒 1 hour to collaborate
👤 2-8 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

- Team gathering: Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- Set the goal: Think about the problem you'll be focusing on solving in the brainstorming session.
- Learn how to use the facilitation tools: Use the Facilitation Superpowers to run a happy and productive session.

🕒 5 minutes

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.

How might we [your problem statement]?

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.

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 hit the pencil (switch to sketch) icon to start drawing!

Lahari	Swapna
Create heat maps to visualize top performance products by region	Build a filterable Tableau dashboard by store, Category and Time
Integrate Sales and Trend lines before and after placement changes	Highlight underperforming SKUs with color coded alerts
Include competitor benchmark data for placement performance	Design a "What If" Scenario tool in Tableau for placement changes
Add a summary card showing Key performances and metrics(KPI)	Embed a recommendation engine based on sales insight

Hemanth	Rajesh
Use interactive tool tips to show product placement info on hover	Organize dashboards with clean navigation tabs
Add icon based visuals to improve user experience	Apply conditional formatting to highlight trends visually
Schedule automatic data refreshes for real time dash boards	Set up user access levels for different teams(sales, marketing, execs)
Add a feedback form within a dashboard for user suggestions	Link Tableau reports to email updates for stakeholders

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 and break it up into smaller sub-groups.

🕒 20 minutes

TIP: Add customized tags to sticky notes to quickly search, browse, organize, and categorize important ideas as themes when you're done!

Interactive Visualization & UX	Performance Monitoring	Analytics Features & Tools.
Create heat maps to visualize top performing products by region	Include competitor benchmark data for placement performance	Add a summary card showing key performance metrics (KPIs)
Organize dashboard with clean navigation tabs (sales, placement, trends)	Highlight underperforming SKUs with color coded alerts	Design a "What If" Scenario tool in Tableau to simulate placement changes
Use interactive tooltips to show product placement info in an hover	Apply conditional formatting to highlight trends visually	Interpolate sales trend lines before and after placement changes
Add icon based visuals to improve user experience,	Link Tableau reports to email updates for stakeholders.	Build an interactive Tableau dashboard by store, category, and time
Add a feedback from within dashboard for user suggestions	Set up user access levels for different teams (sales, marketing, execs).	Embed a recommendation engine based on sales insights.

Stakeholder Access & Feedback.

Step-3: Idea Prioritization

