Ideation Phase Brainstorm & Idea Prioritization Template

Date	24 June 2025
Team ID	LTVIP2025TMID47332
Project Name	ToyCraft Tales: Tableau's vision into toy
	manufacturer data
Maximum Marks	4 Marks

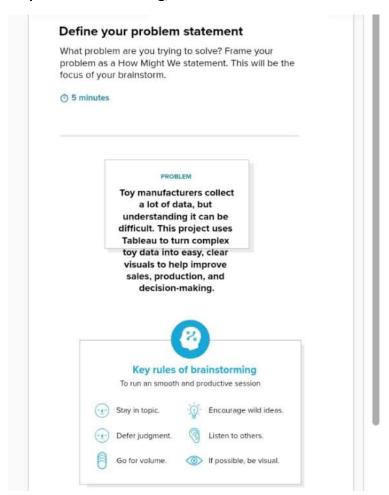
Brainstorm & Idea Prioritization Template:

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



Step-2: Brainstorm, Idea Listing and Grouping

1. Production Efficiency
Monitoring Analyze
production output vs.
targets. Detect
bottlenecks or delays in
the manufacturing
process. Optimize
resource allocation for
different toy lines.

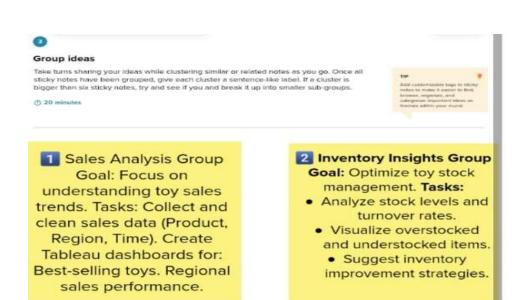
1. Sales Performance
Dashboard Track sales
by product category,
region, and time period.
Identify best-selling and
low-performing toys.
Spot seasonal trends
(e.g., holiday spikes).

2. Customer
Demographics Insights
Understand sales
patterns by customer
age group or region.
Discover which products
appeal to different
customer segments.

Inventory Management Visualize stock levels for each toy model.

Highlight slow-moving or overstocked items.

Forecast demand using historical sales data.



3 Market and Customer Behavior Group Goal: Understand market demand and customer preferences. Tasks: Gather demographic and market data. Visualize which toys are popular in different regions or age groups. Recommend product placement strategies.

Step-3: Idea Prioritization

