Ideation Phase

Brainstorm & Idea Prioritization Template

Date	26 June 2025
Team ID	LTVIP2025TMID49931
Project Name	Toy Craft Tales: tableau's vision into toy
	manufacturer data
Maximum Marks	2 Marks

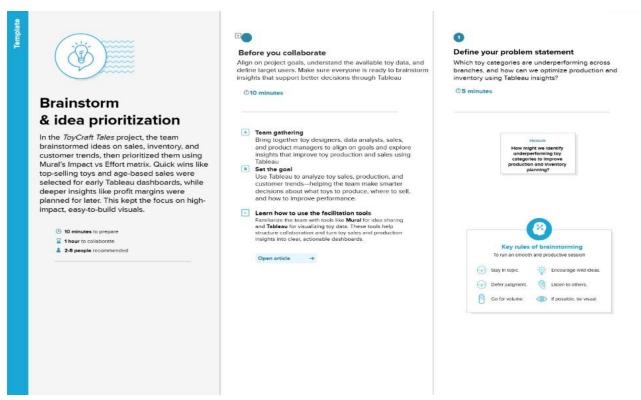
Brainstorm & Idea Prioritization Template:

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.

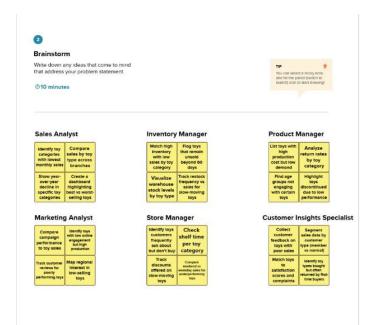
Use this template in your own brainstorming sessions so your team can unleash their and start shaping concepts even if you're not sitting in the same room.

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





Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once a 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

Add customizable fags to stick notes to make it easier to find, browne, organize, and categorize important lides as themes within your mural.

The team's ideas to address underperforming toy categories were grouped into five key areas. Under Sales Performance, ideas included identifying low-selling toy categories, comparing sales across branches, and segmenting by customer type. In Inventory & Stock Issues, the focus was on matching unsold stock with sales data, tracking shelf time, restock frequency, and discount trends. Product Quality & Returns covered high-cost low-demand toys, frequent returns, and discontinued items. Customer & Market Feedback included analyzing feedback, satisfaction scores, age group engagement, and regional interest. Finally, Marketing & Promotion ideas looked at campaign impact and online engagement for poorly performing toys. These grouped insights will guide dashboard priorities in Tableau.

Step-3: Idea Prioritization

