

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	23 January 2026
Team ID	LTVIP2026TMIDS87011
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:

- **High Priority** for immediate implementation with high impact,
- **Medium Priority** for enhancements that add value,
- **Low Priority** for future improvements or nice-to-have features.

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

The screenshot shows a template for a Brainstorm & Idea Prioritization session. On the left, there's a vertical sidebar labeled "Template". The main area is divided into three columns:

- Before you collaborate**: A section with a lightbulb icon and a timer icon indicating 10 minutes. It includes steps: "Define who should participate in the session and send an invite. Share relevant information or prep work ahead.", "Set the goal. Think about the problem you'll be focusing on during the brainstorming session.", and "Learn how to use the facilitation tools. Use the facilitation Superpowers to run a happy and productive session." There's also a "Open article" button.
- Define your problem statement**: A section with a timer icon indicating 5 minutes. It asks, "What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm." Below it is a "PROBLEM" box containing the statement: "How might we help sales and marketing teams easily understand the impact of product placement on sales using clear and interactive Tableau dashboards?"
- Key rules of brainstorming**: A section with a brain icon and a timer icon indicating 10 minutes. It lists rules: "Stay in topic.", "Encourage wild ideas.", "Defer judgment.", "Listen to others.", "Go for volume.", and "If possible, be visual."

## Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm		3 Group ideas			
<p><b>Harshita</b></p> <ul style="list-style-type: none"> <li>Create heat maps to visualize top-performing products by region.</li> <li>Integrate sales trend lines before and after placement changes.</li> </ul>		<p><b>Narendra</b></p> <ul style="list-style-type: none"> <li>Include competitor benchmark data for placement performance.</li> <li>Add a summary card showing key performance metrics (KPIs).</li> </ul>			

## Step-3: Idea Prioritization

