

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	24 June 2025
Team ID	LTVIP2025TMID49263
Project Name	ToyCraft_Tales
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.

### Step-1: Team Gathering, Select the Problem Statement,Brainstorm.

Template



## Brainstorm & idea prioritization

Toycraft\_Tales

1

**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.  
5 minutes

How might we [your problem statement]?

How might we help toy manufacturers to increase their manufacturing units in United States

**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.

2

**Brainstorm**  
Write down any ideas that come to mind that address your problem statement.  
10 minutes

Knowing the trend of manufacturing units of total 10years

Analyzing data through line chart

Vizualizing the flow of manufacturing units in 10 years

## Step-2: Idea Listing and Grouping, Idea Prioritization.

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 can break it up into smaller sub-groups.

20 minutes

State wise  
manufacturing  
units

Year wise  
decrement in  
manufacturing  
units

visualizing  
the trend to  
manufacturers

4

### Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

