

Ideation Phase

Brainstorm s Idea Prioritization Template

Date	9 FEB 2026
Team ID	LTVIP2026TMIDS74276
Project Name	ToyCraft Tales: tableau's vision into toy manufacturer data
Maximum Marks	2 Marks

Brainstorm s 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

The screenshot shows a Mural template titled "Brainstorm & idea prioritization". On the left, there's a sidebar with a blue header labeled "Template" and a circular icon with a lightbulb. Below the title, it says "In the ToyCraft Tales project, the team brainstormed ideas on sales, inventory, and customer trends, then prioritized them using Mural's Impact vs Effort matrix. Quick wins like top-selling toys and age-based sales were selected for early Tableau dashboards, while deeper insights like profit margins were planned for later. This kept the focus on high-impact, easy-to-build visuals." It also lists preparation time: "10 minutes to prepare", "1 hour to collaborate", and "2-8 people recommended".

The main content area is divided into two columns. The left column contains three steps: 1. **Before you collaborate** (with a 10-minute timer), 2. **Team gathering** (with a 10-minute timer), and 3. **Set the goal** (with a 5-minute timer). The right column contains a "PROBLEM" section with the question "How might we identify underperforming toy categories to improve production and inventory planning?", followed by a "Key rules of brainstorming" section with six rules: Stay in topic, Encourage wild ideas, Defer judgment, Listen to others, Go for volume, and If possible, be visual. There are also "Open article" and "→" buttons.

Step-2: Brainstorm, Idea Listing and Grouping

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Brainstorm

Write down any ideas that come to mind that address your problem statement.

⌚ 10 minutes

Identify toy categories with lowest monthly sales	Compare sales by toy type across branches
Show year-over-year decline in specific toy categories	Create a dashboard highlighting best vs worst-selling toys

Compare campaign performance to toy sales	Identify toys with low online engagement and production
Track customer reviews for poorly performing toys	Map regional interest in low-selling toys

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Group ideas

TIP: You can select a sticky note and hit the pencil [wrench] icon to start drawing!

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

TIP: Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize your ideas as themes within your mural.

Match high inventory with low sales by toy category	Flag toys that remain unsold beyond 60 days
Visualize warehouse stock levels by toy type	Track restock frequency vs sales for slow-moving toys

Identify toys customers frequently ask about but don't buy	Check shelf time per toy category
Track discounts offered on slow-moving toys	Compare weekday sales for understanding buying toys

List toys with high production cost but low demand	Analyze return rates by toy category
Find age groups not engaging with certain toys	Highlight toys discontinued due to low performance

Collect customer feedback on toys with poor sales	Segment sales data by customer type (new vs repeat)
Match toys to satisfaction scores and complaints	Identify toy types bought but often returned by first-time buyers

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

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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

TIP: Participants can use their cursor to point at where they think the line should be on the grid. The facilitator can confirm the spot by using the arrow keys and pressing the H key on the keyboard.

Finding low-selling toys and managing inventory is very important for business decisions.	
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Importance

Finding low-selling toys and managing inventory is very important for business decisions.

Feasibility

It's easier to do sales and inventory tracking than return or feedback analysis.