


Ideation Phase

Brainstorm & Idea Prioritization Template

Date	22 June 2025
Team ID	LTVIP2025TMID49620
Project Name	ToyCraft Tales _ Tableau's Vision into Toy Manufacturer Data
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

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



Brainstorm & idea prioritization

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.

- ⌚ 10 minutes to prepare
- 👥 1 hour to collaborate
- 👤 2-8 people recommended

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

⌚ 10 minutes

1

Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.


2


Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

3


Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.
[Open article](#) →

For effective team collaboration :







Communication Skills




Problem-Solving Skills




Adaptability & Flexibility



Creativity



Time Management & Organisation




Conflict Resolution

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


PROBLEM

**How might we solve
ToyCraft Tales: Tableau's
Vision into Toy
Manufacturer Data?**




Key rules of brainstorming


To run an smooth and productive session




Stay in topic.




Defer judgment.




Go for volume.



Encourage wild ideas.



Listen to others.



If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm
Write down any ideas that come to mind that address your problem statement.
[10 minutes](#)

TIP
You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing.

Person 1

See where we are making too many toys but people are not buying.

Use map to show which cities are buying which type of toys.

Show which toys are selling most right now in one live chart.

Person 2

If one toy is not selling for 3 months, alert should come.

Compare online and shop sales to understand where people are buying more.

Use data to find which toys are getting returned more – maybe quality issue.

Person 3

Make chart to see how many toys we made vs. how many actually sold.

Check if raw materials are arriving on time or getting delayed.

Put customer feedback to find what kids like or not.

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](#)

TIP
Add color-coded tags to sticky notes to make it easier to find, remove, organize, and categorize important ideas as they're added to your board.

How to Make Cluster Notes:

1. Group similar ideas by theme or focus area.
2. Use simple headers for each cluster (e.g., Sales Insights, Factory Performance).
3. Keep notes short and clear.
4. Add 3–6 ideas per cluster to keep it digestible.
5. Use bullet points or sticky notes.
6. Use colors or icons to visually separate clusters if possible.

ToyCraft Insights: Clustering Key Ideas to Power Smarter Decisions

Sales & Market Insights

- Show which toys sell most right now in live charts.
- Map areas with low sales to identify marketing gaps.
- Compare online vs. store sales patterns.
- Track sales spikes after ad campaigns.
- Visualize toy popularity by age group.

Customer Feedback & Quality

- Analyze returned toys to spot quality issues.
- Highlight toys with best ratings for focus.
- Add alerts for toys unsold for 3+ months.
- Gather and visualize customer reviews for insights.

Factory & Production

- Track daily toy production per factory.
- Monitor machine downtime and breakdowns.
- Check raw material delays and usage.
- Compare cost per toy from each plant.
- Visualize defect rates and rejected toys.

Supply Chain & Inventory

- Show inventory levels vs. demand to avoid overproduction.
- Track supply chain delays and their financial impact.
- Monitor material waste to control costs.

Step-3: Idea Prioritization

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

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.

Feasibility VS Importance

