

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	2 Feb 2026
Team ID	LTVIP2026TMIDS90501
Project Name	Toycraft Tales: Tableau's Vision into Toy Manufacturer Data
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 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 the 'Brainstorm & Idea Prioritization' template interface. On the left, there's a sidebar with a blue header labeled 'Template'. Below it is a circular icon with a lightbulb and wavy lines, followed by the title 'Brainstorm & idea prioritization'. A descriptive paragraph details how the team prioritized ideas using Mural's Impact vs Effort matrix. It includes preparation time (10 minutes), collaboration time (1 hour), and recommended people (2-8). The main content area is divided into two columns. The left column contains four steps: 'Before you collaborate' (10 minutes), 'Team gathering' (10 minutes), 'Set the goal' (10 minutes), and 'Learn how to use the facilitation tools' (10 minutes). Each step has a small icon and a brief description. The right column starts with 'Define your problem statement' (5 minutes) and a 'PROBLEM' box asking 'How might we identify underperforming toy categories to improve production and inventory planning?'. It also includes 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 at the bottom of the left column.

Step-2: Brainstorm, Idea Listing and Grouping

1. Production Efficiency Monitoring
Analyze production output vs. targets. Detect bottlenecks or delays in the manufacturing process. Optimize resource allocation for different toy lines.

1. Sales Performance Dashboard
Track sales by product category, region, and time period. Identify best-selling and low-performing toys. Spot seasonal trends (e.g., holiday spikes).

2. Customer Demographics Insights
Understand sales patterns by customer age group or region. Discover which products appeal to different customer segments.

2. Inventory Management
Visualize stock levels for each toy model. Highlight slow-moving or overstocked items. Forecast demand using historical sales data.

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 customizable tags to sticky notes to make it easier to find, organize, re-purpose, and categorize important ideas as they come up within your mind!

1 Sales Analysis Group
Goal: Focus on understanding toy sales trends. **Tasks:** Collect and clean sales data (Product, Region, Time). Create Tableau dashboards for: Best-selling toys. Regional sales performance.

2 Inventory Insights Group
Goal: Optimize toy stock management. **Tasks:**

- Analyze stock levels and turnover rates.
- Visualize overstocked and understocked items.
 - Suggest inventory improvement strategies.

3 Market and Customer Behavior Group
Goal: Understand market demand and customer preferences. **Tasks:** Gather demographic and market data. Visualize which toys are popular in different regions or age groups. Recommend product placement strategies.

Step-3: Idea Prioritization



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 today's notes should go on the grid. The facilitator can accelerate the game by using the Enter key or the keyboard's H key on the keyboard.

