


# IDEATION PHASE

## BRAINSTORM & IDEA PRIORITIZATION TEMPLATE

Date	JUNE 2025
Team ID	LTVIP2025TMID50933
Project Name	ToyCraft tales: tableau's vision into toy manufacturer data
Maximum Marks	4 Marks

Step-1: Team Gathering, collaboration and select the problem statement

Template



### 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

A

##### Team gathering

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

B

##### Set the goal

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

C

##### Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →

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

Toy manufacturers face difficulty in predicting market demand, understanding consumer preferences, and optimizing production due to lack of clear, visual insights from historical data

2

#### Key rules of brainstorming

To run a smooth and productive session

⊕

Stay in topic.

💡

Encourage wild ideas.

⏸

Defer judgment.

👂

Listen to others.

🗣

Go for volume.

👁

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 fill the text. (Click on the sticky note to see the text.)

Tanmayee

By using the tableau prepare unique visualizations

give some analysis on top 10 and make visuals for that



B.Manasa

Create interactive dashboards with filters for year, region, and category.

Add KPI titles

U.Manasa

analysis on which toys are preferred by different age groups

add some dashboards

G.Kavya

add some stories

Match production volume with regional purchasing trends

add some kpi's to understand it easily

S.Bhuvaneswari

create the different visualizations to understand the data

Track toy performance vs. competitors

use some tool tips

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 a label to each group of sticky notes to make it easier to see. (Click on the sticky note to see the text.)

By using the tableau prepare unique visualizations



add some dashboards

Add some KPI titles

### 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 cursor 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.

## 5 After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

### Quick add-ons

- **Share the mural**  
Share a [view link](#) to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- **Export the mural**  
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

### Keep moving forward

- 📋 **Strategy blueprint**  
Define the components of a new idea or strategy.  
[Open the template →](#)
- 🗺️ **Customer experience journey map**  
Understand customer needs, motivations, and obstacles for an experience.  
[Open the template →](#)
- 📊 **Strengths, weaknesses, opportunities & threats**  
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.  
[Open the template →](#)