

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	28 Jan 2026
Team ID	LTVIP2026TMIDS65993
Project Name	<b>ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data</b>
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, Collaboration and Select the Problem Statement

The screenshot shows a digital template for a brainstorming session. On the left, there is a vertical blue sidebar labeled "Template". The main area has a light gray background. At the top left, there is a circular icon containing a lightbulb and wavy lines, followed by the text "Brainstorm & idea prioritization". To the right, a large white box contains the first step of the process. This step is numbered "1" and titled "Define your problem statement". Below the title, there is a brief description: "What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm." A small note indicates "5 minutes" for this step. At the bottom of this box, there is a larger text area containing a sample "How Might We" statement: "How can data visualization through Tableau uncover hidden patterns in toy manufacturing trends, regional market performance, and consumer behavior to support data-driven decision-making in the toy industry?"

## Step-2: Brainstorm, Idea Listing and Grouping

**1 Brainstorm**

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

⌚ 10 minutes

**2 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

Seasonal Demand Forecasting	Region-wise Sales Optimization	Track seasonal trends	Top states by sales
Consumer Preference Segmentation	Top Performing Product Category Identification	Consumer type split	Best toy categories
		Index-based analysis	Interactive dashboard

## Step-3: Idea Prioritization

**3 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

**4 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.

Importance ↑

Feasibility →

Top states by sales

Interactive dashboard

Consumer type split

Track seasonal trends

Best toy categories

Importance ↓

Feasibility ←

**Quick add-ons**

- Share the mural**
- Export the mural**

**Keep moving forward**

- Strategy blueprint**
- Customer experience journey map**
- Strengths, weaknesses, opportunities & threats (SWOT)**