

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 Jan 2026
Team ID	LTVIP2026TMIDS24922
Project Name	Toycraft Tales: Tableau's Vision into Toy Manufacturer Data
Maximum Marks	4 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


Template



Brainstorm & idea prioritization

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.


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



Before you collaborate


Align on project goals, understand the available toy data, and define target users. Make sure everyone is ready to brainstorm insights that support better decisions through Tableau

🕒 10 minutes




Team gathering

Bring together toy designers, data analysts, sales, and product managers to align on goals and explore insights that improve toy production and sales using Tableau



Set the goal


Use Tableau to analyze toy sales, production, and customer trends—helping the team make smarter decisions about what toys to produce, where to sell, and how to improve performance.



Learn how to use the facilitation tools

Familiarize the team with tools like **Mural** for idea sharing and **Tableau** for visualizing toy data. These tools help structure collaboration and turn toy sales and production insights into clear, actionable dashboards.


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Define your problem statement

Which toy categories are underperforming across branches, and how can we optimize production and inventory using Tableau insights?

🕒 5 minutes



PROBLEM
How might we identify underperforming toy categories to improve production and inventory planning?



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

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 color-coded tags to sticky notes to make it easier to find, remove, rearrange, and categorize important ideas as they arise within your round.

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 voices to point at where ideas should go on the grid. The facilitator can control the open by using the lower pointer holding the H key on the keyboard.

