IdeationPhase

BrainstormsIdeaPrioritizationTemplate

Date	26June2025
TeamID	LTVIP2025TMID50208
ProjectName	ToyCraftTales:tableau'svisionintotoy manufacturerdata
MaximumMarks	2Marks

BrainstormsIdeaPrioritizationTemplate:

Brainstormingprovidesafreeandopenenvironmentthatencourageseveryonewithina teamtoparticipateinthecreativethinkingprocessthatleadstoproblemsolving. Prioritizingvolumeovervalue,out-of-the-boxideasarewelcomeandbuiltupon,andall participantsareencouragedtocollaborate,helpingeachotherdeveloparichamountof creativesolutions.

Usethistemplateinyourownbrainstormingsessionssoyourteamcanunleashtheir

andstartshapingconceptsevenifyou'renotsittinginthesameroom.

Reference: https://www.mural.co/templates/brainstorm-and-idea-prioritization

Step-1:TeamGathering,CollaborationandSelecttheProblemStatement

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!

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 and break it up into smaller sub-groups.

⏱ 20 minutes

TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Sales Analyst

Identify toy categories with lowest monthly sales	Compare sales by toy type across branches
Show year-over-year decline in specific toy categories	Create a dashboard highlighting best vs worst-selling toys

Inventory Manager

Match high inventory with low sales by toy category	Flag toys that remain unsold beyond 60 days
Visualize warehouse stock levels by toy type	Track restock frequency vs sales for slow-moving toys

Product Manager

List toys with high production cost but low demand	Analyze return rates by toy category
Find age groups not engaging with certain toys	Highlight toys discontinued due to low performance

Marketing Analyst

Compare campaign performance to toy sales	Identify toys with low online engagement but high production
Track customer reviews for poorly performing toys	Map regional interest in low-selling toys

Store Manager

Identify toys customers frequently ask about but don't buy	Check shelf time per toy category
Track discounts offered on slow-moving toys	Compare weekend vs weekday sales for underperforming toys

Customer Insights Specialist

Collect customer feedback on toys with poor sales	Segment sales data by customer type (member vs normal)
Match toys to satisfaction scores and complaints	Identify toy types bought but often returned by first-time buyers

The team's ideas to address underperforming toy categories were grouped into five key areas. Under **Sales Performance**, ideas included identifying low-selling toy categories, comparing sales across branches, and segmenting by customer type. In **Inventory & Stock Issues**, the focus was on matching unsold stock with sales data, tracking shelf time, restock frequency, and discount trends. **Product Quality & Returns** covered high-cost low-demand toys, frequent returns, and discontinued items. **Customer & Market Feedback** included analyzing feedback, satisfaction scores, age group engagement, and regional interest. Finally, **Marketing & Promotion** ideas looked at campaign impact and online engagement for poorly performing toys. These grouped insights will guide dashboard priorities in Tableau.

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.

Importance

Finding low-selling toys and managing inventory is very important for business decisions.

Feasibility

It's easier to do sales and inventory tracking than return or feedback analysis.