Ideation Phase
Brainstorm & Idea Prioritization Template

Date	24 June 2025
Team ID	LTVIP2026MIDS44871
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 imagination 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

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 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 or themes within your mural.

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

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

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).

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

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

Feasibility