

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	8 FEB 2026
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

The screenshot shows a digital template for a brainstorming session. At the top, there is a section titled "Define your problem statement" with instructions to frame the problem as a "How Might We" statement. Below this, a box labeled "PROBLEM" contains the text: "Toy manufacturers collect a lot of data, but understanding it can be difficult. This project uses Tableau to turn complex toy data into easy, clear visuals to help improve sales, production, and decision-making." To the right of this box is a vertical gray bar. At the bottom, there is a section titled "Key rules of brainstorming" with a list of six rules, each accompanied by a small icon: "Stay in topic.", "Encourage wild ideas.", "Defer judgment.", "Listen to others.", "Go for volume.", and "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 customizable tags to sticky notes to filter them by theme, location, category, and more. Organize important ideas on themes within your mind!

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

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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 mobile devices or print this sheet. Have them place their ideas on the grid. The highest row contains the most important ideas; the lowest row contains the least important ideas.

