

IDEATION PHASE

BRAINSTORM & IDEA PRIORITIZATION TEMPLATE

Date	January 2026
Team ID	LTVIP2026TMIDS37677
Project Name	ToyCraft tales: tableau's vision into toy manufacturer data
Maximum Marks	4 Marks

Step-1: Team Gathering, collaboration and select the problem statement

The screenshot shows a digital template for a brainstorming session. On the left, a vertical sidebar labeled "Template" features a blue bar at the top with the text "Brainstorm & idea prioritization". Below this, there's a circular icon with a lightbulb and wavy lines, followed by text: "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." It also lists preparation time ("10 minutes to prepare"), session duration ("1 hour to collaborate"), and recommended participants ("2-8 people recommended").

The main content area is divided into three columns:

- Before you collaborate:** A section with a blue dot icon. It includes a sub-section titled "Team gathering" with a small icon, which says: "Define who should participate in the session and send an invite. Share relevant information or pre-work ahead." It also includes a "Set the goal" section and a "Learn how to use the facilitation tools" section.
- Define your problem statement:** A section with a blue dot icon. It asks: "What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm." It includes a "Problem" section with text: "Toy manufacturers face difficulty in predicting market demand, understanding consumer preferences, and optimizing production due to lack of clear, visual insights from historical data".
- Key rules of brainstorming:** A section with a blue dot icon. It lists six rules with icons:
 - Stay in topic.
 - Encourage wild ideas.
 - Defer judgment.
 - I listen to others.
 - Go for volume.
 - If possible, be visual.

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 drag it to the top left corner to start grouping.

Tanmayee

By using the tableau prepare unique visualizations

give some analysis on top 10 and make visual for that



B.Manasa

Create interactive dashboards with filters for year, region, and category.

Add KPI titles

U.Manasa

analysis on which toys are preferred by different age groups

add some dashboards

G.Kavya

add some stories

Match production volume with regional purchasing trends

add some kpi's to understand it easily

S.Bhuvaneswari

create the different visualizations to understand the data

Track toy performance vs. competitors

use some tool tips

3

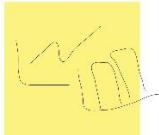
Group ideas

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 a sticky note to stick notes in one cluster to keep them together or separate them across multiple clusters.

By using the tableau prepare unique visualizations



add some dashboards

Add some KPI titles

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 cursor to point at where sticky notes should go on the grid. They can also click and drag them to a spot by using the laser pointer holding the H key on the keyboard.

Importance
In which of these areas could we get done without any additional cost, which areas have the most positive impact?

Feasibility
Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

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.

Quick add-ons

- Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcome of the session.
[Open the template →](#)
- Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.
[Open the template →](#)

Keep moving forward

- Strategy blueprint**
Define the components of a new idea or strategy.
[Open the template →](#)
- Customer experience journey map**
Understand customer needs, motivations, and obstacles for an experience.
[Open the template →](#)
- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template →](#)