


Ideation Phase

Brainstorm & Idea Prioritization Template




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| Date | 26 June 2025 |
| Team ID | LTVIP2025TMID51634 |
| 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




Brainstorm & idea prioritization

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.

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

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

 10 minutes

A

Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B

Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

C


Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

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1


Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

 5 minutes


PROBLEM


How might we [your problem statement]?





Key rules of brainstorming


To run an 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 Groupin

Team Members

J Navya Sri

Lead Tableau dashboard creation and oversee integration with external APIs

Garika Sambasiva Rao

Merge and format toy manufacturing datasets for Tableau visualization.

Ganta Venkata Komall

Conduct research on toy trends, manufacturing workflows, and supply chain analysis.

Gandikota Abhinaya

Research behavioral trends in toy choices, design preferences, and safety compliance.

IDEA -1

Trend Tracker
– Evolution of Toy Popularity Over Time

IDEA-2

The Toy Factory
– Production Efficiency and Defect Detection

Step-3: Idea Prioritization



Submitted Template link:

<https://app.mural.co/t/online4574/m/online4574/1751380225656/ce99fb30b66b809be4f53af0d1fbaef85f1782d7?sender=u9d237e48905f50fc2adf3836>

Conclusion (Brainstorming & Prioritization)

Our brainstorming session helped us identify key areas to focus on for analyzing college food choices using data visualization in Tableau. We explored a wide range of components—demographics, dietary behavior, nutrition, academic impact, and environmental constraints—allowing us to take a comprehensive approach to understanding student eating habits.

We also developed two strong group project ideas and clarified how the work can be effectively divided among four members. Additionally, we discussed how to prioritize ideas based on importance and feasibility using a structured grid.

Moving forward, we now have:

- A clear direction for our research and data collection.
- Defined roles within the team.
- Visual and analytical tools (Tableau) to bring our insights to life.
- A foundation for developing impactful dietary strategies for students.