

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	26 June 2025
Team ID	LTVIP2025TMID20837
Project Name	Toy Craft Tales: tableau's vision into toy manufacturer data
Maximum Marks	2 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 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


Template



## Brainstorm & idea prioritization

In the *ToyCraft Tales* project, the team brainstormed ideas on sales, inventory, and customer trends, then prioritized them using Mural's Impact vs Effort matrix. Quick wins like top-selling toys and age-based sales were selected for early Tableau dashboards, while deeper insights like profit margins were planned for later. This kept the focus on high-impact, easy-to-build visuals.

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



#### Before you collaborate

Align on project goals, understand the available toy data, and define target users. Make sure everyone is ready to brainstorm insights that support better decisions through Tableau

🕒 10 minutes

A

**Team gathering**  
Bring together toy designers, data analysts, sales, and product managers to align on goals and explore insights that improve toy production and sales using Tableau

B

**Set the goal**  
Use Tableau to analyze toy sales, production, and customer trends—helping the team make smarter decisions about what toys to produce, where to sell, and how to improve performance.

C

**Learn how to use the facilitation tools**  
Familiarize the team with tools like **Mural** for idea sharing and **Tableau** for visualizing toy data. These tools help structure collaboration and turn toy sales and production insights into clear, actionable dashboards.

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1

**Define your problem statement**  
Which toy categories are underperforming across branches, and how can we optimize production and inventory using Tableau insights?

🕒 5 minutes

PROBLEM

How might we identify underperforming toy categories to improve production and inventory planning?

2

**Key rules of brainstorming**  
To run a smooth and productive session

1

Stay in topic.

2

Defer judgment.

3

Go for volume.

4

Encourage wild ideas.

5

Listen to others.

6

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 hit the pencil icon to select it to start drawing!

#### 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

#### 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

#### 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

#### 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

#### 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

#### 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

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 make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

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 near pointer tool, the **W** key on the keyboard.

