

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	19 February 2026
Team ID	LTVIP2026TMIDS65874
Project Name	<b>ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data</b>
Maximum Marks	4 Marks

#### Brainstorm & Idea Prioritization Template:

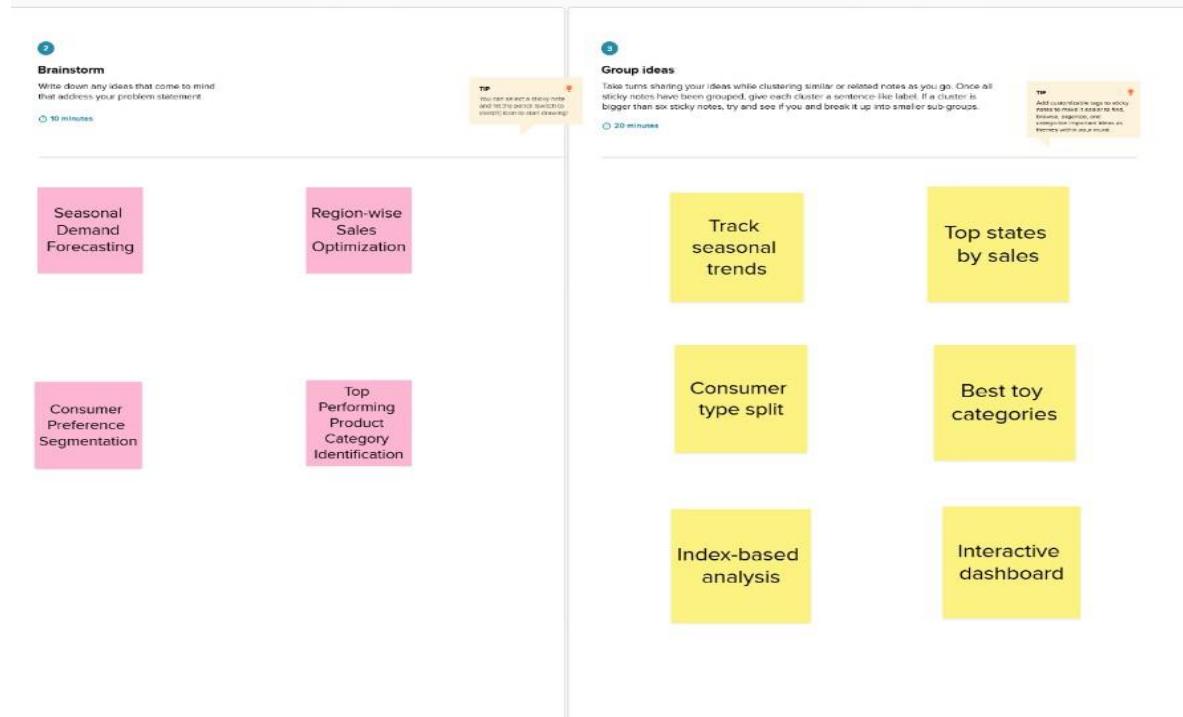
Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, 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.

#### 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 blue sidebar labeled "Template" contains a lightbulb icon and the title "Brainstorm & idea prioritization". The main area is divided into two columns. The left column has a large input field with a horizontal line. The right column starts with a step indicator "1 Define your problem statement" followed by a descriptive text: "What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm." Below this is a timer icon showing "5 minutes". A large text box contains the problem statement: "How can data visualization through Tableau uncover hidden patterns in toy manufacturing trends, regional market performance, and consumer behavior to support data-driven decision-making in the toy industry?" At the bottom, there is a "Next" button.

## Step-2: Brainstorm, Idea Listing and Grouping



## Step-3: Idea Prioritization

