

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	02 July 2025
Team ID	LTVIP2025TMID51129
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.

#### Step-1: Team Gathering, Collaboration and Select the Problem Statement

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 help toy manufacturers understand market trends and consumer preferences through interactive data visualizations to make better strategic decisions?



##### Key rules of brainstorming

To run a 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 Grouping

## 2

### Brainstorm

Write down any ideas that come to mind that address your problem statement.

⌚ 10 minutes

Person 1

Create a dashboard showing seasonal trends using year-wise toy sales

Add filters for age group and region to explore preferences by demographic

Build a predictive model to suggest best-selling toys per season

Person 2

Use color-coded maps to show which states dominate manufacturing

Include KPIs like total manufacturers and top performing states

Integrate dashboard into a Flask web app for wider access

**TIP** You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

## 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 stock notes to make it easier to find, browse, organize, and categorize important ideas as

### Cluster 1 – Visual

**Exploration:**

- Seasonal trend dashboard
- State-wise map visualization
- KPI indicators

### Cluster 2 – Personalization & Demographics:

- Demographic filtering (age, location)
- Predictive suggestions for best-selling toys

**Cluster 3 – Accessibility & Integration:**

- Web deployment using Flask
- Easy filtering and sharing features

### 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 laser pointer holding the **H** key on the keyboard.

