

IDEATION PHASE

BRAINSTORM & IDEA PRIORITIZATION TEMPLATE




Date	January 2026
Team ID	LTVIP2026TMIDS37672
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

Template


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.

[Open article](#) →

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

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

To run an smooth and productive session

Stay in topic.

Encourage wild ideas.

Defer judgement.

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 hit the arrow (point to the sticky) icon to start creating.

Tanmayee

By using the tableau prepare unique visualizations

give some analysis on top 10 and make visuals for that



B.Manasa

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

Add KPI ties

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.Bhuvaneshwari

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 end break it up into smaller sub-groups.

⌚ 20 minutes

TIP
Add a sticky to a sticky to help you see if you have a cluster. If you have a cluster, add a sticky to the cluster. If you have a cluster, add a sticky to the cluster.

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 cursors to point at where sticky notes should go on the grid. The facilitator can confirm the need by using the letter pointer holding the H key on the keyboard.

By using the tableau prepare unique visualizations

Build dashboards

Add some kpi titles

Track toy performance vs. competitors

analysis on which toys are preferred by different age groups

Importance
If each of these ideas can be left alone without any difficulty or cost, which would have the most positive impact?

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

5

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

A Share the mural
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

B 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.

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](#)