

IdeationPhase

Brainstorm & Idea Prioritization Template

Date	20 June 2025
Team ID	LTVIP2025TMID48374
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.

In this project, our team of five data analysts set out to explore how distribution processes and customer behavior impact toy success—from manufacturing to customer delivery—using Tableau dashboards.

We focused on two key questions:

- 1. How do delivery times and shipping partners affect customer satisfaction and product returns?
- 2. What patterns in customer preferences and order frequency reveal actionable trends for demand planning?

The dataset included details like shipping duration, partner performance ratings, return frequencies, order channels (e.g., online, retail), and product review data.

We began with a brainstorming session where each member shared ideas. We then grouped and prioritized them based on complexity, effort, and impact. This helped us focus on the most valuable insights and assign tasks based on team strengths.

The outcome: a set of clear, interactive dashboards that visualize ToyCraft’s distribution and customer experience journey—empowering business teams to make smarter, logistics-informed decisions.

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 along 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

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 ToyCraft better understand and improve toy sales performance across regions and time using clear, interactive Tableau visualizations?



Key rules of brainstorming

To run a smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- 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 [switch to sketch] icon to start drawing!

Rahul S

Understand
g customer
satisfaction
through
ratings
and reviews

Displays best
- selling toys
and top-
performing
distribution
hubs

Compare
branch-wise
sales across
cities

Vasagiri Prabhas

Identify
seasonal
spikes in toy
sales

Tracks
best-selling
toy types by
age group

Spot
overstock
and
understock
issues

Adi Preethi

Visualize
repeat
purchase
patterns

Displaying
sales by
price
ranges

Displaying
gender-wise
customer
preferences

Kummara Ravi Shankar

Analyze
seasonal
trends in
toy
demand

Age group
targeting

Track
inventory
turnover
rate

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.

Insights into top selling toys

Displaying
best-selling
toys

Compare best
sellers month
over month

Highlight
products with
high sales during
holidays and
special

Group best-
selling toys
based on target
age range

Regional sales performance

Daily/weekly/
monthly sales
trends

Top-selling
toys by
category

Customer type
breakdown:
members vs
non-members

Sales heatmap
based on
locations

Inventory & supply chain

Raw
material
usage
patterns

stocks and
overstock
trends

Supplier
delivery time
analysis

inventory
turnover
rates

Customer & Behavioural insights

Customer
demographics
and
segmentation

Average
spending per
customer

Repeat vs new
customer
purchases

Customer
purchase
journey
visualization

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.

