

IDEATION PHASE

BRAINSTORM & IDEA PRIORITIZATION TEMPLATE

Date	FEBRUARY 2026
Team ID	LTVIP2026TMIDS50391
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

The screenshot shows a template for 'Brainstorm & idea prioritization' designed for team collaboration. The interface is divided into three main sections:

- Before you collaborate:** A brief preparation phase (10 minutes) involving team members defining their roles and setting goals.
- Define your problem statement:** A step where the team identifies the specific problem they are trying to solve, framed as a 'How Might We' statement, which will serve as the focus of the brainstorming session (8 minutes).
- Problem:** A detailed description of the current challenge faced by toy manufacturers, such as difficulty in predicting market demand, understanding consumer preferences, and optimizing production due to lack of clear, visual insights from historical data.

On the left side of the interface, there is a sidebar labeled 'Template' with a blue vertical bar. At the bottom right, there is a callout box titled 'Key rules of brainstorming' listing six principles: 'To not be afraid and consider other ideas', 'Stay on topic', 'Encourage wild ideas', 'Hello judgment!', 'Encourage others', 'Go for volume', and 'If possible, be visual'.

Step-2: Brainstorm, Idea Listing and Grouping

1 Brainstorm

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

15 minutes

Terminology	B.Mensa	G.Mensa
By using the tableau prepare unique visualizations	Create interactive dashboards with filters for year, region, product category	Analysis on which toys are preferred by different age groups
give some analysis on top 10 best selling products	Add some KPI titles	add some dashboards

G.Kanya	E.Hovernesser
add some stories	Match production volume with regional purchasing trends
add some kpi's to understand it easily	create the different visualizations to understand the data
add some kpi's to understand it easily	Track toy performance vs. competitors
	use some tool for

2 Group ideas

Take turns sharing your ideas while clustering similar or related ones as you go. Group all story notes have been grouped, give each cluster a common title and, if a note is bigger than the sticky notes, break it up into smaller sub-groups.

10 minutes

Terminology	B.Mensa
By using the tableau prepare unique visualizations	
add some dashboards	
	Add some KPI titles

Step-3: Idea prioritization

3 Prioritize

Your team will sit all on the same page about what's important to prioritize. Place your ideas on a grid to determine which ideas are important and which are feasible.

15 minutes

Importance
A scale of 1 to 10, where 1 is low importance and 10 is high importance.
Feasibility
A scale of 1 to 10, where 1 is low feasibility and 10 is high feasibility.

After you collaborate

You can import this template into an image or pdf file and print it out to prioritize your ideas.

Printable version

Quick next-steps

- Share the ideas with your stakeholders using either email or printouts.
- Export this model as a PDF or PPTX file to collaborate with others or store for future reference.

Keep involving everyone!

- Strategy Session: Define the outcomes you'd like to have ideas on.
- Impact Assessment: Determine impact based on priority, resources, and other factors that are important.
- Objective Selection: Prioritize ideas based on opportunities, cost, and risk.
- Strategic Plan Review: Review the strategic plan to make sure it aligns with the selected ideas.