

Ideation Phase

Brainstorm & Idea Prioritization

Date	04 July 2025
Team ID	LTVIP2025TMID49702
Project Name	Toy Craft Tales:tableau's vision into toy manufacturer data
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization

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



Brainstorm & idea prioritization

Toy Craft tales:tableau's vision into toy manufacturer data

1

Define your problem statement

How might we create a fun and educational storytelling experience using physical toys to help children engage their imagination while learning values and emotions?

🕒 5 minutes

PROBLEM

How might we create a fun and educational storytelling experience using physical toys to help children engage their imagination while learning values and emotions?



Key rules of brainstorming

To run an smooth and productive session

- ➕ Stick to topic
- 💡 Encourage wild ideas
- ➡ Defer judgment
- 👂 Listen to others
- 📱 Go for volume
- 👁️ If possible, be visual



Need some inspiration?

Here is a curated selection
of ideas generated by
our team during our session.

[Explore examples](#)

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 button to edit it or hit the trash button to delete it.

Dashboard



Keynote



Rules



Book Vendors/wholesaler



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 content to groups to sticky notes to make it easier to find, move, organize, and change the layout of the board with your team.



Step-2: Brainstorm, Idea Listing and Grouping

Step-3: Idea Prioritization



Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine what ideas are important and which are feasible.

[Get instructions](#)



Remember, you can't control what is going on outside your control, so you can't control the results. But you can control the process. And that's what matters most.

