

IDEATION PHASE

BRAINSTORM & IDEA PRIORITIZATION TEMPLATE

Date	FEBRUARY 2026
Team ID	LTVIP2026TMIDS37352
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'. On the left, there's a sidebar labeled 'Template' with a blue vertical bar. The main content area is divided into three columns:

- Before you collaborate:** A lightbulb icon. Text: "A little bit of preparation goes a long way with this session. Here's what you need to do to get going." A timer icon indicates "10 minutes".
- Define your problem statement:** A lightbulb icon. Text: "What problem are you trying to solve? Frame your problem as a 'How Might We' statement. This will be the focus of your brainstorm." A timer icon indicates "8 minutes".
- Problem:** Text: "Toy manufacturers face difficulty in predicting market demand, understanding consumer preferences, and optimizing production due to lack of clear, visual insights from historical data."

Below these sections, there's a box titled "Key rules of brainstorming" with the following points:

- To not be smooth and consider the solution.
- Stay on topic.
- Encourage wild ideas.
- Be the judge.
- Encourage others.
- Go for volume.
- If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

1 Brainstorm

With all 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 as an image or pdf. Share it with others or print it out to prioritize which might fit best.

Quick next-steps

- Share the link to the document with others. Print or PDF and circulate the document to the relevant stakeholders.
- Export this model as a PDF or PPT. An accessible template, available on Google or Microsoft Word.

Keep involving everyone!

- Strategy Session:** Define the collaborative goal to have ideas on the table. [Start a session](#)
- Dashboard suggestion:** Create a dashboard to track progress, milestones, and other metrics that are important. [Create a dashboard](#)
- Objective tracking:** Monitor, measure, analyze, opportunities & threats. Use the [OKR](#) to track progress.