

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

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
 2-6 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

- Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- Set the goal**
Frame around the problem/topic/focus on solving in the brainstorming session.
- Learn how to use the facilitation tools**
Use the Facilitation Responses to set strategy and structure the session.

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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

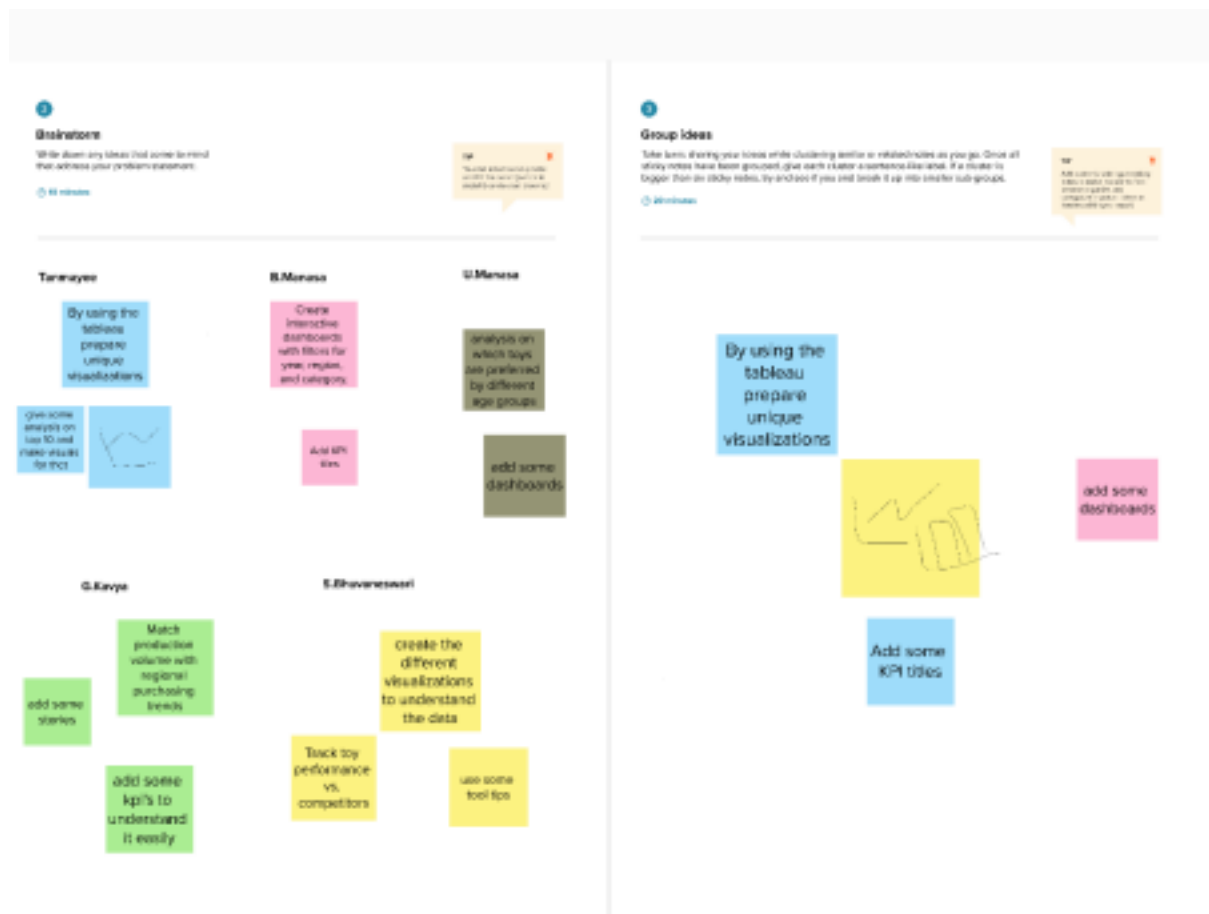
Toy manufacturers face difficulty in predicting market demand, understanding consumer preferences, and optimizing production due to lack of clear, visual insights from historical data.

Key rules of brainstorming

To set or smooth and provide the context

- Stay on topic
- Encourage wild ideas
- Defer judgment
- Build on others
- Go for volume
- If possible, be visual

Step-2: Brainstorm, Idea Listing and Grouping



Step-3: Idea prioritization

