

## Ideation Phase

### Brainstorm & Idea Prioritization Template

#### 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 in the same room.

**30 minutes to prepare**

**2-4 people recommended**

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**BEFORE YOU COLLABORATE**

**30 minutes**

- Team gathering**  
Define the general session in the agenda and email invites
- Set the goal**  
Define the problem that you'll be focusing on solving in the session.
- Learn how to use the facilitation tools**  
Use free articles or suggestions to run a happy and productive session

**Open article**

**DEFINE YOUR PROBLEM STATEMENT**

**HOW MIGHT WE**  
define our problem statement?

**KEY RULES OF BRAINSTORMING**

- Stay on topic
- Defer judgment
- Encourage wild ideas
- Iterate on others
- If possible, be visual

Step-2: Brainstorm, Idea Listing and Grouping



# Brainstorm

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

⌚ 10 minutes

## TIP

You can select sticky note and the stoniest!

**Afrin**

Compare toy sales by region

**Rihana**

Analyze pricing for dolls

**Mounika**

Track new building sets over time

**Venkata Sai**

Compare winter vs. summer sales

**Compare toy sales by region**



# 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 break it up

⌚ 20 minutes

## Cluster 1: Building Sets Popularity

Compare building set sales in different region

### TIP

You can select sticky note and the stoniest!

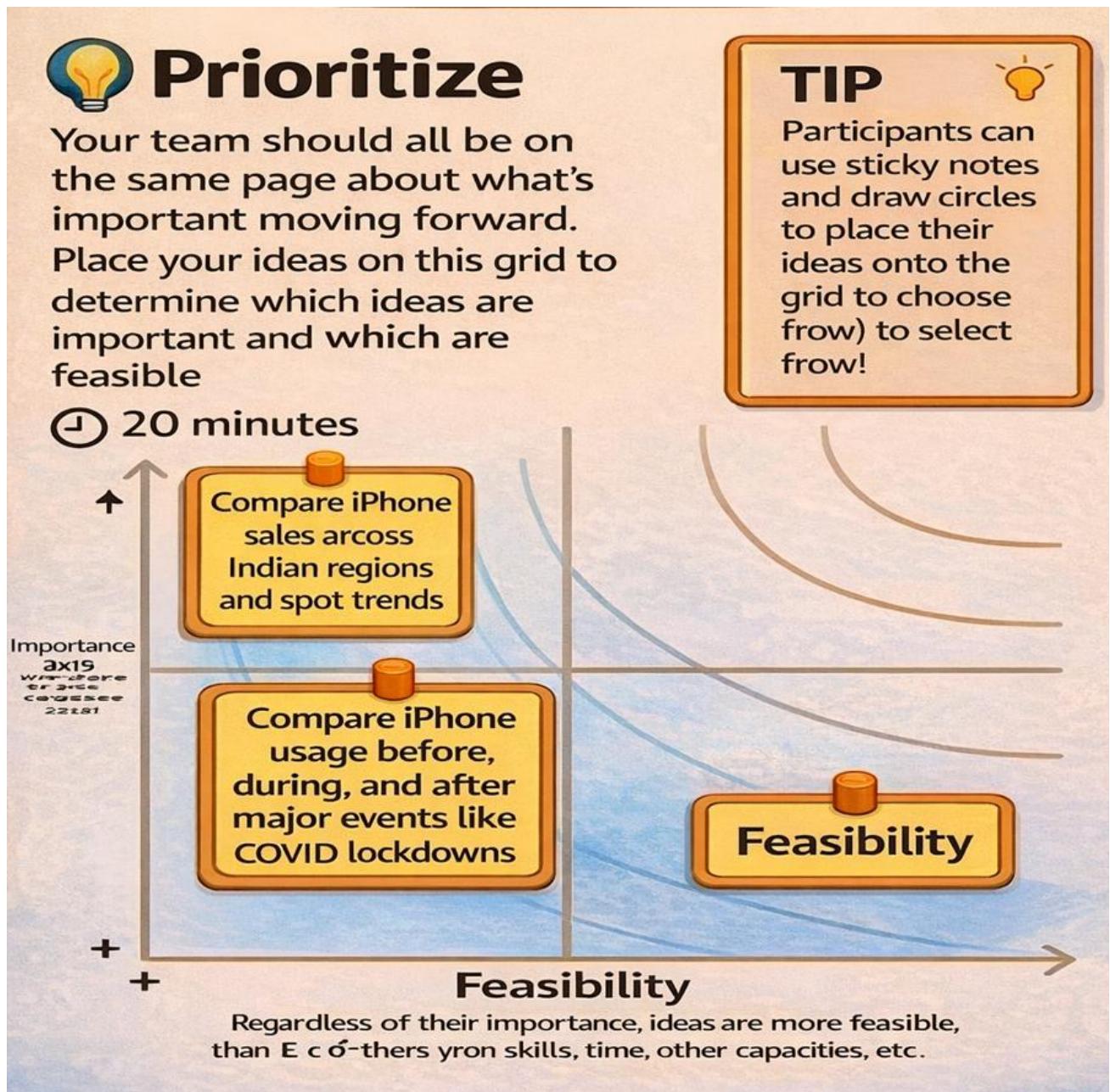
### TIP

Add customizable tags to sticky cluster a clear heading

## Analyzing Effects of the Seasons on Sales

Look at how seasonal differences in winter vs. summer sales for toy vehicles

### Step-3: Idea Prioritization



Submitted Template link:

<https://app.mural.co/t/da9640/m/da9640/1750069641517/0f044a20c64822d02c0f812d3460c24477a5a6fa?sender=u47cabad28f7fc43c7e754820>

Like assembling a vibrant toy set, I pieced together a variety of colorful ideas to explore how Apple's iPhone has shaped the Indian landscape—using Tableau as my creative toolkit. Through structured brainstorming, these ideas formed four delightful clusters:

### ❖ Clusters of Curiosity:

- 🌎 Mapping how iPhones are used across regions
- 💰 Understanding how finances affect iPhone ownership
- ⏳ Tracking how the market shifts over time
- 🎁 Studying offers and changing public moods

Each concept was ranked like prized pieces in a toy collection—based on how well they fit the project vision and what tools Tableau can bring to life.

As a solo creator, this process gave me a crisp blueprint for how the final dashboard playset should look. The top-ranked ideas will become the main attractions—guiding visuals, crafting stories, and unlocking insights.