


# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	18 June 2025
Team ID	LTVIP2025TMID51729
Project Name	Toy Craft Tales Tableau's Vission
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  
👤 2-8 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

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**A Team gathering**  
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

**B Set the goal**  
Think about the problem you'll be focusing on solving in the brainstorming session.

**C Learn how to use the facilitation tools**  
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →


**1 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

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**PROBLEM**

How might we [your problem statement]?



### Key rules of brainstorming

To run an smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

## Step-2: Brainstorm, Idea Listing and Grouping

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### 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 [switch to sketch] icon to start drawing!

Busam Soma Sri

**Seasonal Sales Dashboard –**  
Visualize sales peaks during holidays (e.g., Christmas, Diwali, Summer).

Bandaru Sai Ramya

**Year-over-Year Sales Trends –**  
Compare how specific toy categories have performed annually.

Badarla Vinay Surya

**Trend Forecasting using Moving Averages –** Predict upcoming seasonal demands.

B Chalith

**Holiday Campaign Impact Analysis –**  
Show the effect of specific marketing campaigns on sales.

Type your heading..

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

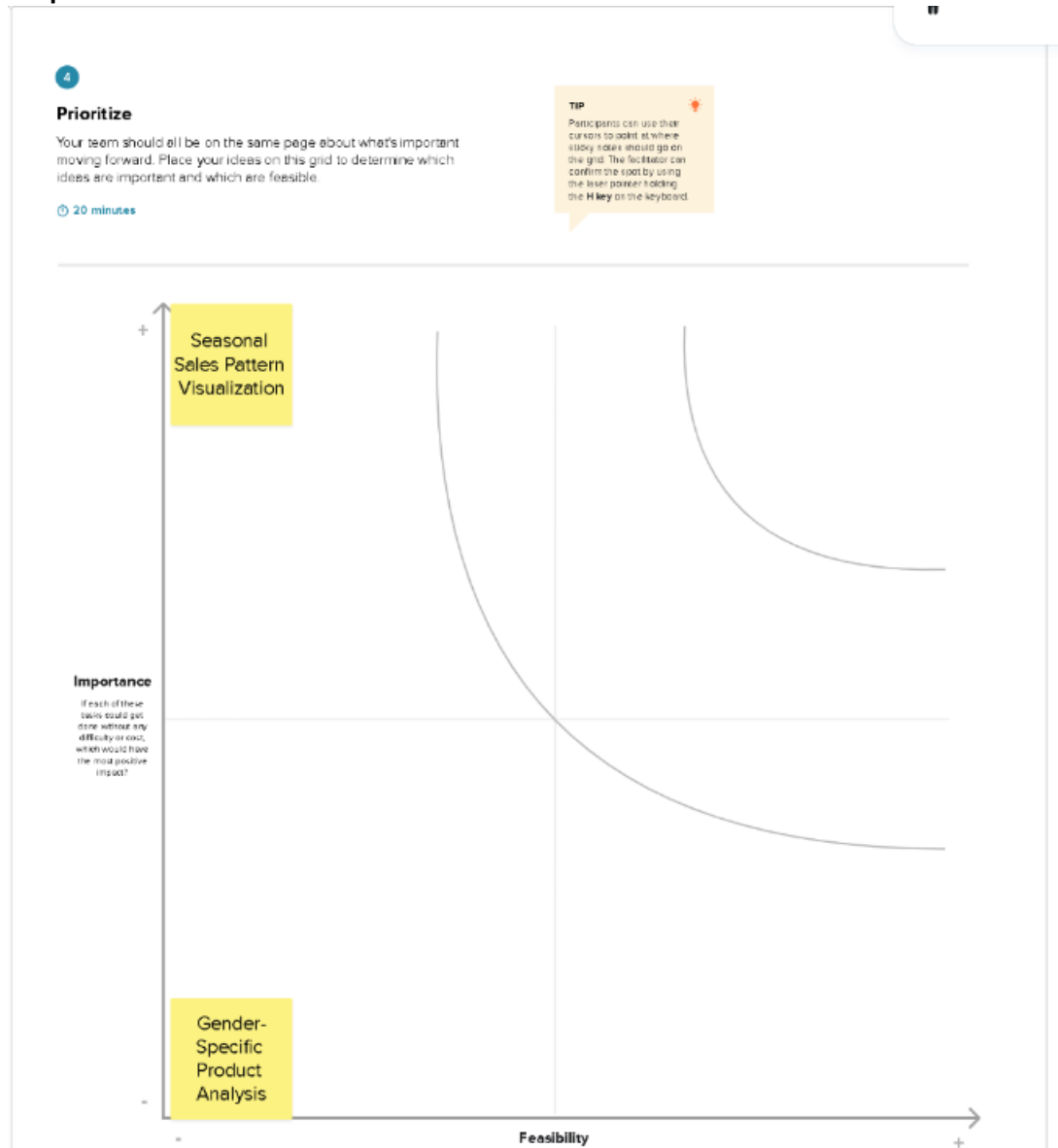
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Demographic-based toy preference heatmap (age, gender, location).

Gender-specific product analysis (e.g., action figures vs. craft toys).

Regional sales comparison using maps.

### Step-3: Idea Prioritization



Submitted Template link:

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

### Conclusion (for Brainstorming & Prioritization Section)

Through a structured brainstorming process, we explored multiple creative ideas related to electricity consumption analysis using Tableau.

The ideas were then grouped into two meaningful clusters

Each idea was carefully prioritized based on its relevance to the project goals and its feasibility given the available data and tools.

As a solo contributor, this process helped me gain clarity on which features to focus on during development. The top-priority ideas will directly shape the design of the visualizations, dashboards, and storytelling in Tableau.

Moving forward, these insights will guide the project into the data preparation, visualization, and web integration phases.