

**Ideation Phase**  
**Brainstorm & Idea Prioritization Template**

Date	03 feb 2026
Team ID	LTVIP2026TMIDS53415
Project name	ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data
Maximum Marks	4 Marks

### **Brainstorm & Idea Prioritization Template:**

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.

In this project, our team of five data analysts set out to explore how distribution processes and customer behavior impact toy success—from manufacturing to customer delivery—using Tableau dashboards.

We focused on two key questions:

1. How do delivery times and shipping partners affect customer satisfaction and product returns?
2. What patterns in customer preferences and order frequency reveal actionable trends for demand planning?

The dataset included details like shipping duration, partner performance ratings, return frequencies, order channels (e.g., online, retail), and product review data.

We began with a brainstorming session where each member shared ideas. We then grouped and prioritized them based on complexity, effort, and impact. This helped us focus on the most valuable insights and assign tasks based on team strengths.

The outcome: a set of clear, interactive dashboards that visualize ToyCraft's distribution and customer experience journey—empowering business teams to make smarter, logistics-informed decisions.

# Step-1: Team Gathering, Collaboration and Select the Problem Statement

Template



## 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

-  **Team gathering**  
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
-  **Set the goal**  
Think about the problem you'll be focusing on solving in the brainstorming session.
-  **Learn how to use the facilitation tools**  
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →

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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



### Key rules of brainstorming

To run a smooth and productive session

-  Stay in topic.
-  Encourage wild ideas.
-  Deter judgment.
-  Listen to others.
-  Go for volume.
-  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.

TIP:  
You can select a sticky note and use the pencil icon next to it to start drawing!

10 minutes

Understanding customer satisfaction through ratings and reviews

Displays best selling toys and top-performing distribution hubs

Compare branch-wise sales across cities

Identify seasonal spikes in toy sales

Tracks best-selling toy types by age group

Spot overstock and understock issues

Visualize repeat purchase patterns

Displaying sales by price ranges

Displaying gender-wise customer preferences

Analyze seasonal trends in demand

Age group targeting

Track inventory turnover rate

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## 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 mind.

### Insights into top selling toys

Displaying best-selling toys

Compare best sellers month over month

Highlight products with high sales during holidays and special

Group best-selling toys based on target age range

### Regional sales performance

Daily/weekly/monthly sales trends

Top-selling toys by category

Customer type breakdown: members vs non-members

Sales heatmap based on locations

### Inventory & supply chain

Raw material usage patterns

stocks and overstock trends

Supplier delivery time analysis

inventory turnover rates

### Customer & Behavioural insights

Customer demographics and segmentation

Average spending per customer

Repeat vs new customer purchases

Customer purchase journey visualization

## Step-3: Idea Prioritization

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### Prioritize

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

20 minutes

TIP  
Participants can use their computer's keyboard to quickly note ideas on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.

