

## **IDEATION PHASE**

### **BRAINSTORM & IDEA PRIORITIZATION TEMPLATE**

Date	FEBRUARY 2026
Team ID	LTVIP2026TMIDS87624
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
- 👥 2-8 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

#### Brainstorming

Decide who should participate in the session and send an invite. Share relevant information on your work stream.

#### Set the goal

Think about the problem you're trying to solve in the brainstorming session.

#### Learn how to use the facilitation tools

Use the Facilitation Expressions to run surveys and discussions.

[Open article](#)

### 1

## Define your problem statement

What problem are you trying to solve? Frame your problem as a If We Might Life statement. This will be the focus of your discussion.

⌚ 8 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 an smooth and honest but creative environment.

<span>⌚</span> Stay on topic.	<span>💡</span> Encourage wild ideas.
<span>🕒</span> Be brief and direct.	<span>👉</span> Use I-Messages.
<span>📝</span> Go for volume.	<span>🌐</span> If possible, be visual.

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

**1 Brainstorm**

With others, any ideas that come to mind that address your problem statement.

⌚ 60 minutes

**2 Group Ideas**

Take turns sharing your ideas while clustering similar or related notes as you go. Group all sticky notes have been grouped, give each a leader assignment. If a note is bigger than the sticky notes, branch it off and break it up into smaller sub-groups.

⌚ 45 minutes

T1: Ideas	T2: Ideas	T3: Ideas
By using the tableau prepare unique visualizations	Create interactive dashboards with filters for year, region, and category	Analysis on which says are preferred by different age groups
give some analysis on how to understand KPIs easily	Add some KPI titles	add some dashboards
add some stickers	Match production volume with regional purchasing trends	create the different visualizations to understand the data
add some KPIs to understand it easily	Track toy performance vs. competitors	use some tool tips

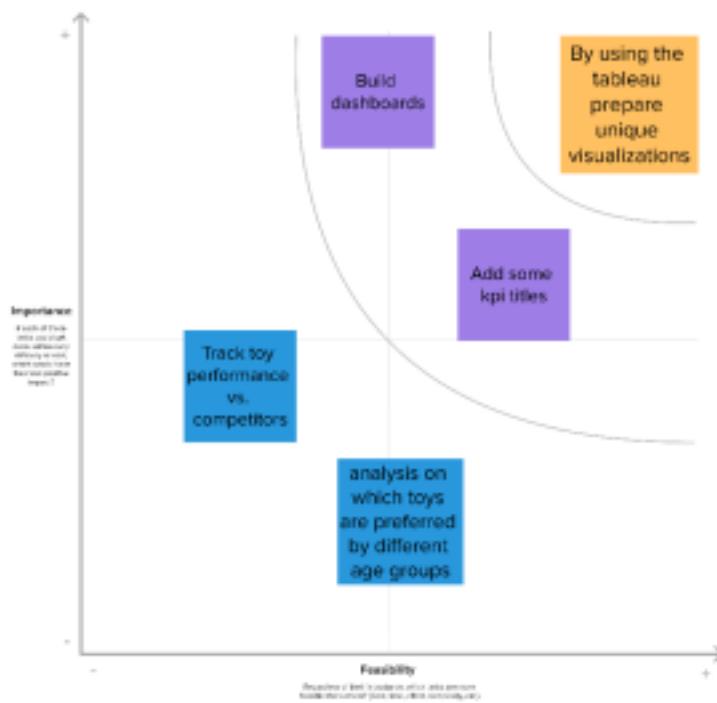
## Step-3: Idea prioritization

## 1. 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  
It's always better to prioritize ideas that have a potential impact on the goal of the project by focusing on the most promising ideas in the project.



## 2. After you collaborate

You can import this template as an image or pdf to share with members of your company who might find it helpful.

### Quick add-ons

- Share the board**  
Share a link to the dashboard with others in your organization or customers or partners.
- Export the board**  
Export the board as a PDF or PPT to share with clients, investors, or stakeholders.

### Keep moving forward!

- Strategy canvas**  
Get in the mindset of a new idea or strategy.  
[Open the template](#) →
- Customer experience journey map**  
Understand customer needs, motivations, and obstacles for user experiences.  
[Open the template](#) →
- Strengths, weaknesses, opportunities & threats**  
Identify strengths, weaknesses, opportunities, and threats (SWOT) for diverse projects.  
[Open the template](#) →