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

Step-2: Brainstorm, Idea Listing and Grouping
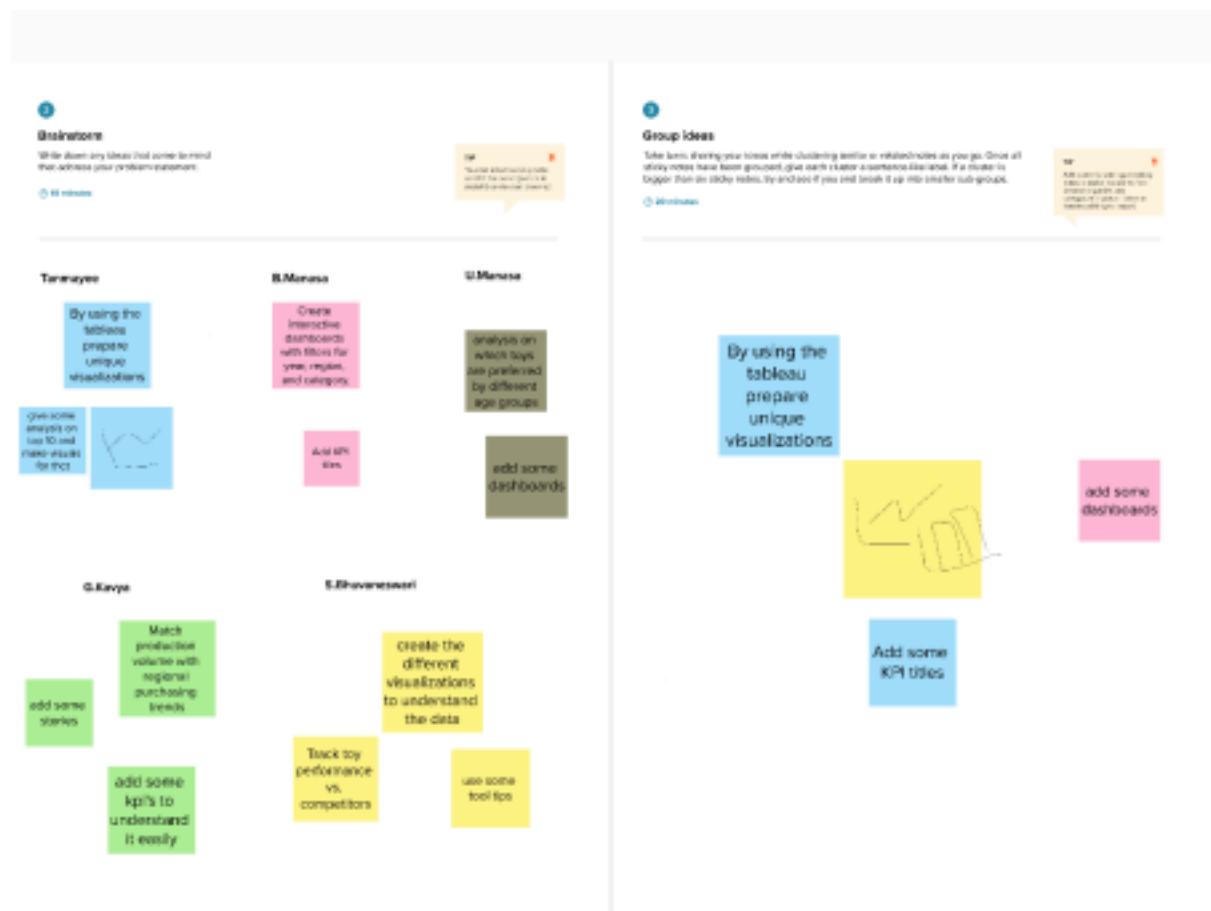
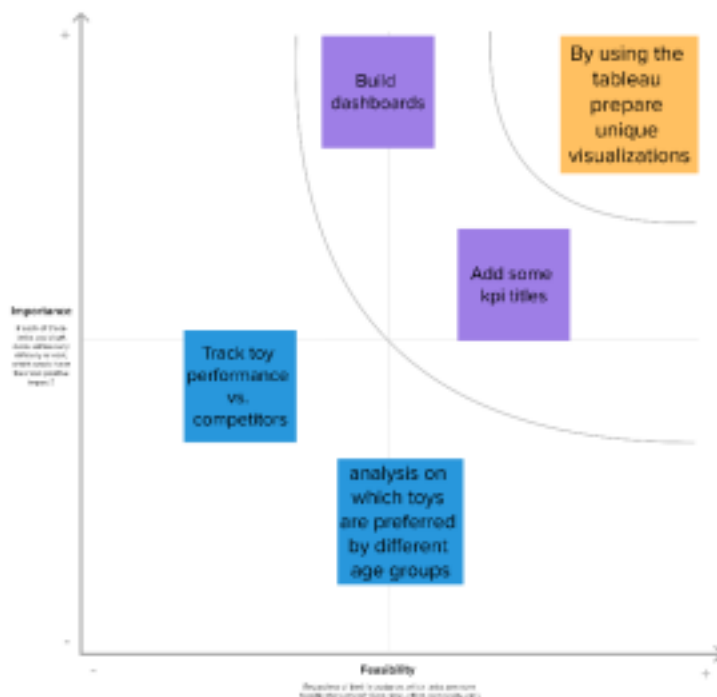Step-3: Idea prioritization

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

Build dashboards

By using the tableau prepare unique visualizations

Add some kpi titles

Track toy performance vs. competitors

analysis on which toys are preferred by different age groups

Importance

Feasibility

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

- **Share the mural** — Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

- **Export the mural** — Export a copy of the mural as a PNG or PDF to share the results, include in slides, or save for your drive.

Keep moving forward

- **Strategy blueprint** — Define the components of a new idea or strategy.
  Open the template →

- **Customer experience journey map** — Understand customer needs, motivations, and obstacles for an experience.
  Open the template →

- **Strengths, weaknesses, opportunities & threats** — Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
  Open the template →