Idea on Phase

Brainstorm & Idea Priori za on Template

Date	16 February 2026
Team ID	LTVIP2026TMIDS62105
Project Name	ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data
Maximum Marks	4 Marks

Brainstorm & Idea Priori za on Template:

Brainstorming provides a free and open environment that encourages everyone within a team to par cipate in the crea ve thinking process that leads to problem solving. Priori zing volume over value, out-of-the-box ideas are welcome and built upon, and all par cipants are encouraged to collaborate, helping each other develop a rich amount of crea ve solu ons.

Use this template in your own brainstorming sessions so your team can unleash their

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

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

PROBLEM

Parents and kids struggle to find toys that are fun, safe, educational, and personalized—leading to poor purchase decisions, short-lived engagement, and wasted money.

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.

imagina on and start shaping concepts even if you're not si   ng in the same room.

2

Brainstorm

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

⏱ 10 minutes

Person 1

A toy recommendation app with a mood scanner

Person 3

"Build Your Own Toy" kits for kids

Person 2

Voice-activated toys that teach languages

Person 4

AI chatbot for parents to filter toys by age/needs

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 break it up into smaller sub-groups.

⏱ 20 minutes

Toy recycling exchange between families

Smart shelf that tracks which toys are used most

AI chatbot for parents to filter toys by age/needs

Subscription box with surprise toys based on interest

Augmented reality (AR) toy trials before buying

4

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

Gamify toy selection for kids with parent approval

Parental control dashboards for smart toys

QR codes on toys to unlock new online content

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)