

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	25 January 2026
Team ID	LTVIP2026TMIDS38827
Project Name	Strategic Product Placement Analysis
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.

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

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

Template



Brainstorm & idea prioritization

🕒 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

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.

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1

Define your problem statement

The company seeks to analyze how product positioning influences sales performance and consumer behavior. By using Tableau for data visualization, the goal is to identify effective product placement strategies, understand customer preferences, and generate actionable insights that help optimize marketing efforts and increase revenue.

🕒 5 minutes

PROBLEM

How might The company seeks to analyze how product positioning influences sales performance and consumer behavior? By using Tableau for data visualization, the goal is to identify effective product placement strategies, understand customer preferences, and generate actionable insights that help optimize marketing efforts and increase revenue.

Key rules of brainstorming

To run an smooth and productive session

Stay in topic.

Encourage wild ideas.

Defer judgment.

Listen to others.

Go for volume.

If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

2

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

10 minutes

Person 1

Lets first get the dataset

Upload it into the tableau

Person 2

Lets look into the fields and know about each one

There are no need of data cleaning i think

Person 3

let's start visualizing

create dashboards and story

Person 4

we need to integrate a webpage by using bootstrap

lets add our dashboard and story into the webpage

3

Group ideas
Type your paragraph...

20 minutes

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

During our group discussion, we took turns sharing our ideas about product positioning and its impact on sales and consumer behavior. As each member presented their sticky notes, we collaboratively grouped similar or related ideas into clusters.

After organizing all the sticky notes, we identified the following clusters:

- 1. Impact of Product Placement on Sales Performance** – This cluster included ideas related to sales growth, revenue trends, conversion rates, and product visibility.
- 2. Consumer Behavior and Preferences** – This group focused on customer demographics, buying patterns, brand perception, and purchasing decisions.
- 3. Marketing and Promotional Strategies** – This cluster covered advertising channels, promotional campaigns, and brand collaborations.
- 4. Data Visualization and Analysis using Tableau** – This included notes about dashboards, KPIs, trend analysis, and performance comparison.

Some clusters initially had more than six sticky notes, so we further divided them into smaller sub-groups. For example, the "Consumer Behavior" cluster was divided into:

- Demographic Analysis
- Purchase Behavior Patterns

This helped us organize our thoughts more clearly and ensured that each idea was properly categorized. Overall, the activity allowed us to structure our insights effectively and identify key focus areas for our project.

Step-3: Idea Prioritization

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

TIP
Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.