

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

The screenshot shows a template for a "Brainstorm & Idea Prioritization" session. On the left, there's a sidebar with a blue vertical bar labeled "Template". Below it is a circular icon with a lightbulb and wavy lines, followed by the title "Brainstorm & idea prioritization". At the bottom of the sidebar, there are three time-related icons: a clock (10 minutes to prepare), a person (1 hour to collaborate), and a group (2-8 people recommended).

The main content area is divided into two columns. The left column, titled "Before you collaborate", contains three steps: "Team gathering" (10 minutes), "Set the goal" (10 minutes), and "Learn how to use the facilitation tools" (10 minutes). Each step has a brief description and a "Open article" button. The right column, titled "Define your problem statement", includes a detailed description of the company's goal: "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." It also features a "Key rules of brainstorming" section with six rules: Stay in topic, Encourage wild ideas, Defer judgment, Listen to others, Go for volume, and 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 Person 2 Person 3 Person 4

Lets first get the dataset Upload it into the table Lets look into the fields and know about each one There are no need of data cleaning i think
let's start visualizing create dashboards and story 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 customizable 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:

- Impact of Product Placement on Sales Performance** – This cluster included ideas related to sales growth, revenue trends, conversion rates, and product visibility.
- Consumer Behavior and Preferences** – This group focused on customer demographics, buying patterns, brand perception, and purchasing decisions.
- Marketing and Promotional Strategies** – This cluster covered advertising channels, promotional campaigns, and brand collaborations.
- 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

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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 cursor to point at where they want to place an idea on the grid. The facilitator can confirm the spot by using the enter button or pressing the **M** key on the keyboard.

Feasibility	Importance	
-	-	Dataset download
+	-	Lets first get the dataset
+	+	Lets look into the fields and know about each one
-	+	There are no need of data cleaning i think

Feasibility
Cost, time, effort, complexity