

Brainstorm & Idea Prioritization Template

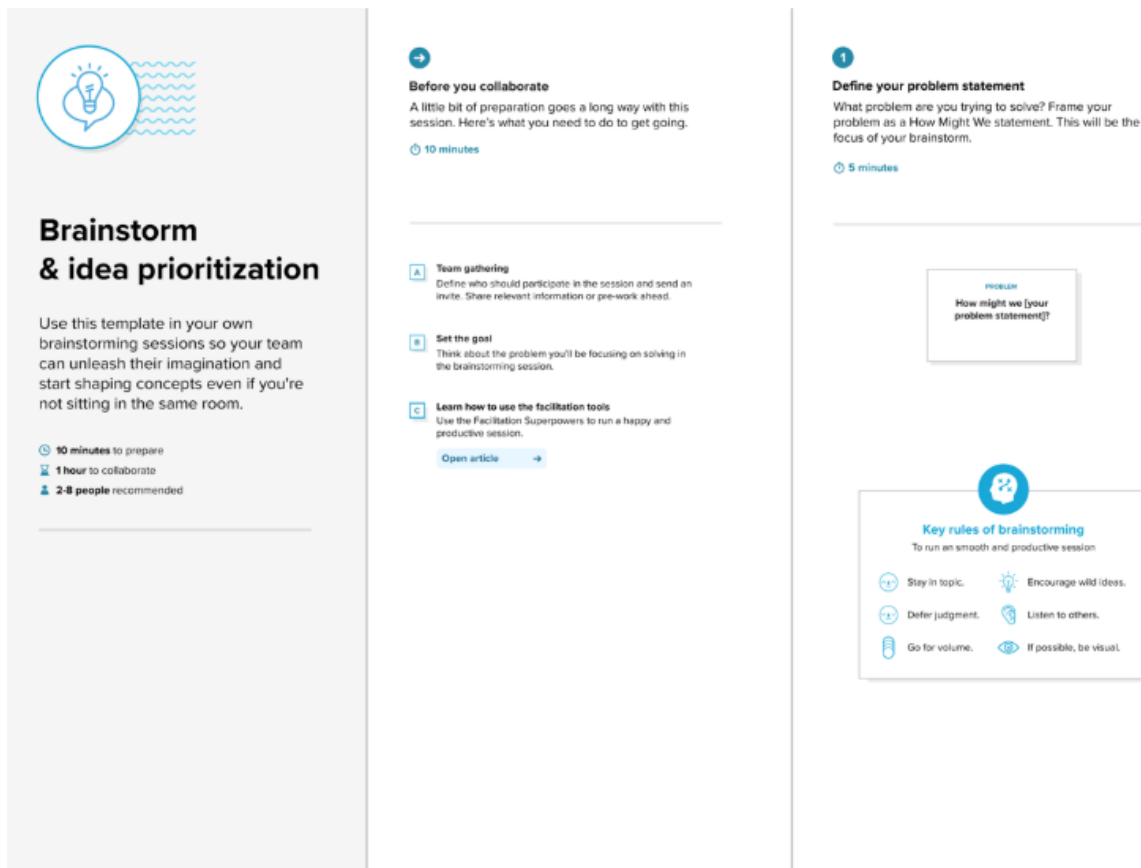
Date: 31 January 2025

Team ID: LTVIP2025TMID52150

Project Name: *Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau*

Maximum Marks: 4 Mark

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



The template is divided into three main sections. The left section is a header area with a light blue background, featuring a lightbulb icon and the title 'Brainstorm & idea prioritization'. It includes instructions on how to use the template and time recommendations: 10 minutes to prepare, 1 hour to collaborate, and 2-8 people recommended. The middle section is titled 'Before you collaborate' and lists three steps: A. Team gathering, B. Set the goal, and C. Learn how to use the facilitation tools. The right section is titled 'Define your problem statement' and includes a box for the problem statement and a box for the key rules of brainstorming.

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

Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#)

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
How might we [your problem statement]?

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.

Selected Problem Statement:

Consumers face challenges in identifying cosmetic products that suit their preferences due to rapidly changing trends, diverse product offerings, and lack of personalized insights. Brands struggle to align offerings with evolving consumer behavior and trend shifts.

Objective:

Leverage data visualization through Tableau to uncover actionable insights into consumer preferences, product trends, and market gaps in the cosmetics industry

Step 2: Brainstorm, Idea Listing and Grouping

Brainstormed Ideas:

Idea	Description	Category
1. Trend Tracker Dashboard	Visualize emerging makeup and skincare trends by region and season	Product Trends
2. Consumer Preference Clusters	Use clustering to identify consumer segments based on purchase behavior	Consumer Segmentation
3. Sentiment Analysis Integration	Integrate reviews/social media to gauge product sentiment	Social Listening
4. Product Performance Scorecard	Compare brand/product performance across KPIs (sales, satisfaction, etc.)	Competitive Analysis
5. Personalized Product Recommender	Dashboard that suggests products based on user profile	Personalization
6. Sustainable Product Insights	Highlight consumer interest in eco-friendly and sustainable cosmetics	ESG / Sustainability
7. Influencer Impact Tracker	Measure how influencers drive product popularity	Marketing Analysis

Step 3: Idea Prioritization

Prioritization Matrix (Impact vs Feasibility):

Idea	Impact	Feasibility	Priority
Trend Tracker Dashboard	High	High	High
Consumer Preference Clusters	High	Medium	Medium
Sentiment Analysis Integration	Medium	Medium	Medium
Product Performance Scorecard	High	High	High
Personalized Product Recommender	High	Low	Low
Sustainable Product Insights	Medium	High	Medium
Influencer Impact Tracker	Medium	Medium	Medium