

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	26 June 2025
Team ID	LTVIP2025TMID47602
Project Name	Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau
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



Brainstorm & idea prioritization

COSMETICS INSIGHTS

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Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be focus of your brainstorm.

⌚ 5 minutes

How might we
How might we your
problem statement?

How might we help
explore cosmetics
sales, features, and
market performance
in India more effectively
using interactive
dashboards and
storytelling?




Key rules of brainstorming

To run an smooth and productive session


- Stay on topic
- Encourage wild ideas
- Defer judgment
- Listen to others
- Go for volume
- If possible, be visual

Step-2: Brainstorm, Idea Listing and Grouping



Cosmetic Insights




Navigating Cosmetics Trends and Insights
with Tableau | Deepika Oleti
Srihitha Abbineni | C Divya Sree




Brainstorm

Ura: Consider incorporating current trends and consumer insights in ideas.

Tip: Consider inter-ponating comminends for more Ideas for more

	Lipstick trend andlysis	Exarnine skincare preferences
Beauty influencer impact	Adapt for geography & season	Enhance consumer loyalty
	Identify premium categories	



Group Ideas

Take-turns sharing your ideas while clustering similar or related notes as you go.

🕒 20 minutes

Cosmetic trends analytics	Consumer segmentation
Loyalty strategies	Sustainable choices
Consumer segmentation	Age specific distribution

Step-3: Idea Prioritization

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