

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	28 JUNE 2025
Team ID	LTVIP2025TMID51084
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

This brainstorming phase helps generate innovative ideas and insights to guide the direction of our cosmetics project, even when team members are collaborating remotely.

- 10 minutes to prepare
- 1 hour to collaborate
- 2-3 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**
Let everyone who should participate in the session send an invite. Share relevant information or pre-work ahead.
- Get the goal**
Think about the problem you'll be looking to solving in the brainstorming session.
- Learn how to use the facilitation tools**
Use the Facilitator Superpowers to run a happy and productive session.

Open article

1 Define 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 uncover meaningful trends in cosmetics consumer behavior using data visualization?

Key rules of brainstorming

For an smooth and productive session

- Stay on topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- It's better to be loud.

Step-2: Brainstorm, Idea Listing and Grouping

1

Brainstorm

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

10 minutes

TIP

Use sticky notes or a whiteboard to capture ideas and then group them into clusters.

Madduru Gangothri

Visualize top-rated cosmetic brands over time using ranking heatmaps.

Create interactive dashboards in Tableau showing trends by age, skin type, and region.

Lakshmi Chetty Reddy Eswari

Highlight shifts in consumer preferences using time-series charts.

Group products by labels and visualize their popularity.

2

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 can break it up into smaller sub-groups.

20 minutes

TIP

After categorizing ideas, look for patterns, trends, and outliers. Use these insights to inform your strategy.

understand product suitability across different skin types.

track and visualize changing consumer preferences over time.

P Poojitha Sai

Analyze the relationship between product price and consumer rating using scatter plots.

Create a sentiment analysis summary from reviews, visualized in word clouds or bar graphs.

Pennalurupeta Venu Gopal

Use pie and bar charts to compare product suitability across skin types.

Design a filterable map to show location-based buying patterns.

analyze buying behavior and patterns based on location.

Thesetty Phani Shiva Ram

Develop a funnel chart to show customer journey stages.

Step-3: Idea Prioritization

3

Prioritize

Type your paragraphs...

30 minutes

TIP

Use the importance-possibility matrix to prioritize ideas. Focus on ideas that are both important and possible to implement.

Importance

It shows how much value an idea brings to the business. It is a measure of the idea's potential to solve a problem or improve a process.

Possibility

It shows how easy it is to implement an idea. It is a measure of the idea's feasibility.

Scatter plots for price vs. rating

Price/performance ratio for skin types

Ranking heatmaps for top brands

Label-wise product popularity visuals