Ideation Phase Brainstorm & Idea Prioritization Template

| Date | 31 January 2025 |
|---------------|--|
| Team ID | LTVIP2025TMID48098 |
| Project Name | cosmetic insights: navigating cosmetics trends |
| | and consumer insights with tableau |
| Maximum Marks | 4 Marks |

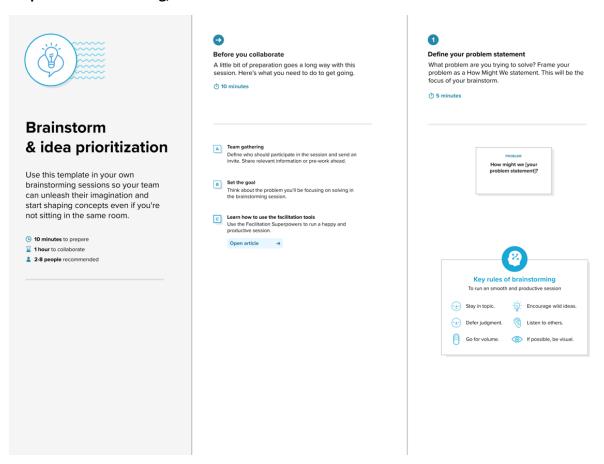
Brainstorm & Idea Prioritization Template:

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 number of creative solutions.

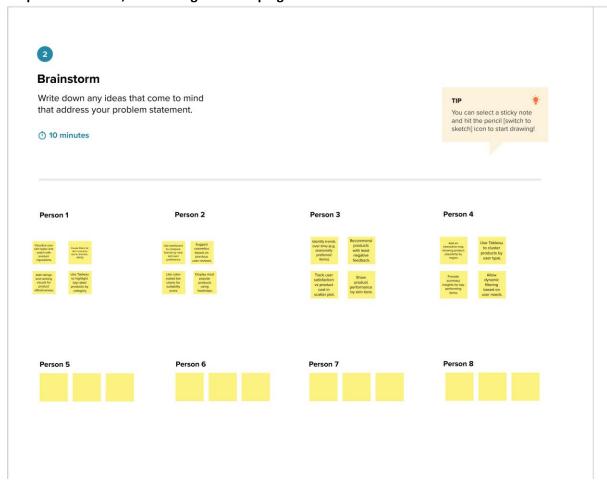
Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

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

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



Step-2: Brainstorm, Idea Listing and Grouping



what to write

- 1. **User Personalization & Filters** Ideas that focus on tailoring product choices using filters like skin type, skin concern, etc.
- 2. **Product Performance Visualization** Ideas showing product ranks, ratings, or comparisons using Tableau charts.
- 3. **Trend & Seasonality Tracking** Ideas around tracking when products peak, regional preferences, or seasonal demand.
- 4. **Recommendation Systems** Ideas for suggesting products based on user data and review patterns.
- 5. **Interactive Dashboards** Ideas involving visual elements like maps, scatter plots, tooltips for deeper exploration.

Step-3: Idea Prioritization



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.

① 20 minutes

Participants can use their varicipants can use their varicipants to point at where titcky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the 4 key on the keyboard.

