

Ideation Phase

Brainstorm & Idea Prioritization Template

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|---------------|-----------------------------------------------------------------------------------|
| 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



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

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

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

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

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1

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 a smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- 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

TIP 
You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Person 1

Visualize user login times and match with product ingredients.

Create flows for new products using a stock API.

Add ratings and ratings visual for product effectiveness.

Use Tableau to highlight top-rated products by category.

Person 2

Use dashboard to compare brands by rank and user preference.

Suggest cosmetics, based on previous product user reviews.

Use color-coded bar charts for suitability score.

Display most popular products using heatmaps.

Person 3

Identify trends over time (e.g. seasonality, preferred items).

Recommend products with least negative feedback.

Track user satisfaction vs product cost in scatter plot.

Show product performance by skin tone.

Person 4

Add an interactive map showing product proximity by region.

Use Tableau to cluster products by user type.

Provide summary insights for top performing items.

Allow dynamic filtering based on user needs.

Person 5

Person 6

Person 7

Person 8

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

4

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 cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

