

Ideation Phase


Brainstorm & Idea Prioritization Template

Date	25 June 2025
Team ID	LTVIP2025TMID49104
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.

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



Brainstorm & idea prioritization

Use this template in your 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
- 👥 2-9 people recommended

1 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
Include data analysts, Tableau dashboard developers, domain experts, consumer industry, and marketing strategists to collaborate on visual insights from

B Set the goal
Understand what influence consumer preferences, competitor products latest improvements, data types, price, and primary actionable insights via

C Learn how to use facilitation tools
Use Tableau and Excel to explore, operationalize data. Virtual dashboards for competing ratings, ingredients, and trends across brands.


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 use, cosmetic's product data to uncover customer preferences and improve product strategy?



Key rules of brainstorming

To run a smooth and productive session

★ Stay in topic

⌚ Encourage wild ideas.

⌚ Defer judgment.

⌚ Listen to others.

⌚ Go for volume.

😊 If possible, be visual

Step-2: Brainstorm, Idea Listing and Grouping

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Brainstorm

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

⌚ 60 minutes

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Step-3: Idea Prioritization

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Prioritize

Your team should be **all the same** judge about something moving forward. Place your ideas on this grid to determine which ideas are important and

⌚ 30 minutes

