Ideation Phase
Brainstorm & Idea Prioritization Template

Date	3 July 2025
Team ID	LTVIP2025TMID50344
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

Our team gathered to discuss ongoing challenges in the cosmetics industry, especially the lack of visual, data-driven insights into consumer trends and product success.

After thorough analysis, we finalized the following problem statement:

Problem Statement:

"To analyze and visualize key trends in the cosmetics market using Tableau, providing insights into product performance, consumer preferences, and brand success for better decision-making."

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.

Open article →

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 an 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**

During our brainstorming session, we explored the following ideas:

Raw Ideas:

• **Track most trending cosmetic products by category**

• **Show consumer preferences by age/gender/location**

• **Visualize product performance over time**

• **Compare sales by brand or product type**

• **Use pie charts for market share by brand**

• **Use bar graphs for ratings by category**

• **Dashboard with filters for product type and timeframe**

• **Explore the correlation between reviews and sales**

Grouped into Categories:

1. **Product Characteristics**

- Product type (lipstick, foundation, etc.)
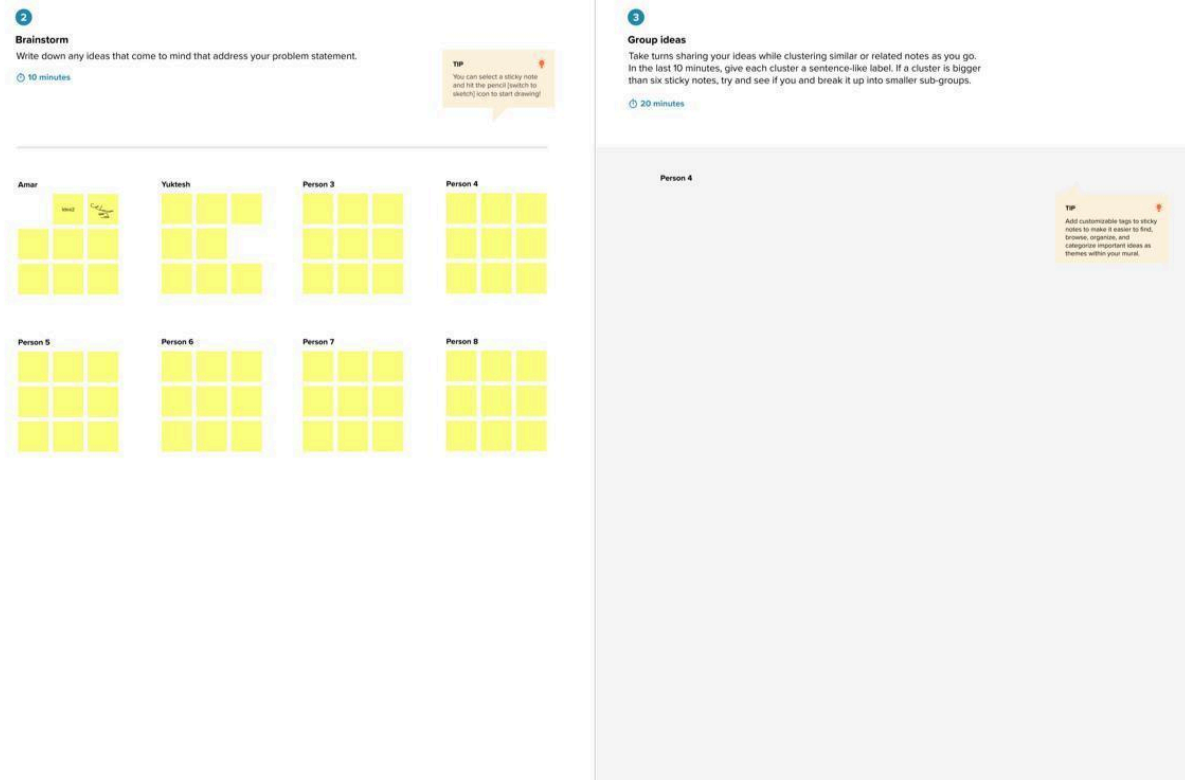
- Brand comparison

- Rating and reviews

2.   Visualization Methods: - Pie chart for market share

- Line chart for trends over time - Bar chart for product ratings - Dashboard with filters

3. Business Insights

- Which product types are most in demand

- Consumer preference trends over time

- Brand performance comparison

Step-3: Idea Prioritization

We used a simple prioritization method based on two criteria:

- Value to stakeholders (marketing team, analysts, product developers)

- Feasibility in Tableau

Top Prioritized Ideas:

1. Dashboard visualizing product sales by category and brand

2. Consumer preference filters (age, gender, location)

3. Line chart showing product trends over time

4. Market share pie chart by brand

5. Ratings vs. sales correlation analysis

These ideas offer high-value business insights through effective and feasible visualizations using Tableau.