

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	30 June 2025
Team ID	LTVIP2025TMID49877
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

Template



## 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

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

2

**Team gathering**

Involve team members who are familiar with cosmetics trends, consumer behavior, and data analysis using Tableau. This could include marketing, product, data scientists, and product managers in the cosmetics industry.

3

**Set the goal**

Focus on solving the problem of understanding current cosmetics trends and consumer insights using Tableau for better decision making in product development, marketing strategies, or sales forecasting.

4

**Learn how to use the facilitation tools**

Utilize Tableau's features for data visualization and analysis to uncover insights on cosmetics trends and consumer behavior.

Open article →

5

**Define your problem statement**

Think about challenges in navigating cosmetics trends or understanding consumer insights in the cosmetics industry using Tableau.

🕒 5 minutes

PROBLEM

How might we leverage consumer insights in Tableau to improve cosmetics product development?

6

**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

2

Brainstorm

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

10 minutes

TIP

You can search through your ideas and hit the pencil icon to edit or delete them.

Nallaiahgari Yamini

1. Use Tableau to visualize sales data by product category. Analyze which cosmetics categories are trending.

2. Analyze consumer demographics: Use Tableau to understand age, location, or other demographics driving trends.

3. Integrate social media trends: Leverage Tableau to connect consumer insights with social media buzz on cosmetics.

4. Predictive analytics for trends: Use Tableau to forecast upcoming trends based on historical data.

3

Group ideas

Trends in cosmetics  
Customer Insights  
Data Visualization with Tableau

20 minutes


TIP

Add customer insights to the 'Trends in cosmetics' category in the browser, update the category to 'Trends in cosmetics' and then click on the 'Add' button.

## Step-3: Idea Prioritization

Prioritize

- High Importance & High Feasibility: Focus on Data Preparation & Quality Management and Executive Summary & Key Findings.
- High Importance but Medium Feasibility: Core Visualization Development.
- Medium Importance with Lower Feasibility: Advanced Forecasting Models.

**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.

