**Ideation Phase**

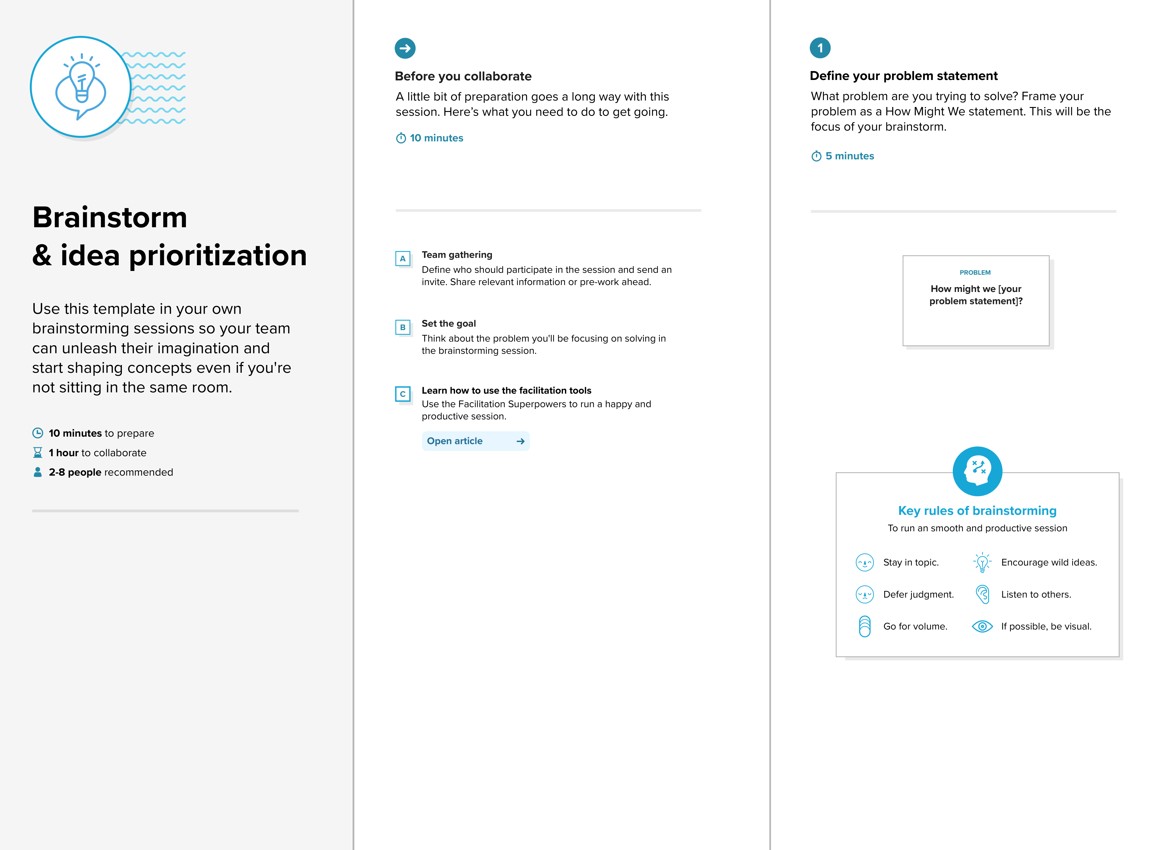
**Brainstorm & Idea Prioritization Template**

|  |  |
| --- | --- |
| Date | 22 June 2025 |
| Team ID | LTVIP2025TMID48676 |
| Project Name | Cosmetic Insights |
| Maximum Marks | 4 Marks |

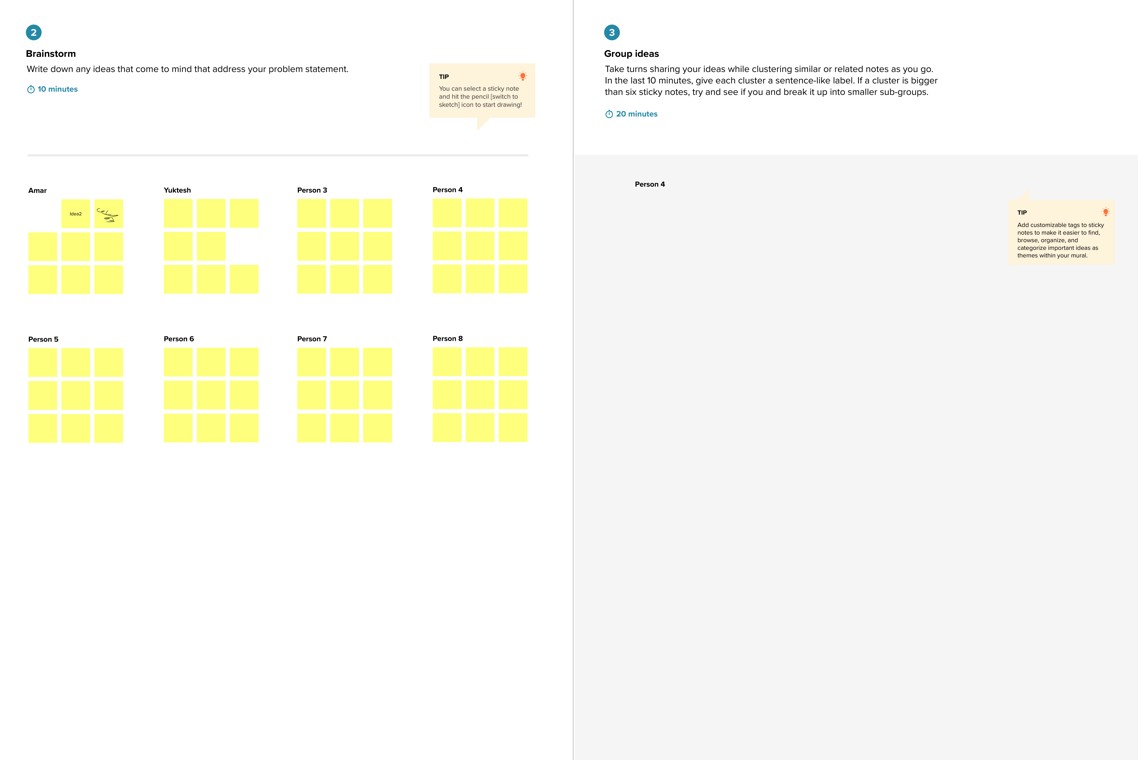
**Brainstorm & Idea Prioritization Template:**

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**



**Step-2: Brainstorm, Idea Listing and Grouping**



**Step-3: Idea Prioritization**

