

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	June 2025
Team ID	LTVIP2025TMID50930
Project Name	Cosmetic Insights _ Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	4 Marks

Brainstorm & idea prioritization

Use this template in your next brainstorming session to generate ideas, evaluate them, and prioritize them for implementation.

1. Brainstorm ideas
2. Evaluate ideas
3. Prioritize ideas

Before you collaborate

Define your problem statement

What is the problem you are trying to solve? What are the goals of your project? What are the constraints of your project?

1. Define the problem
2. Define the goals
3. Define the constraints

Brainstorm

Brainstorm ideas with your team. Use the following questions to guide your brainstorming session:

- What are the current challenges we face?
- What are the opportunities we have?
- What are the constraints we have?
- What are the goals we want to achieve?

1. Brainstorm ideas
2. Evaluate ideas
3. Prioritize ideas

Group ideas

Group ideas into categories. Use the following questions to guide your grouping session:

- What are the common themes?
- What are the unique ideas?
- What are the most promising ideas?

1. Group ideas
2. Evaluate ideas
3. Prioritize ideas

Prioritize

Prioritize ideas based on their feasibility and impact. Use the following questions to guide your prioritization session:

- What are the most feasible ideas?
- What are the most impactful ideas?
- What are the most innovative ideas?

1. Prioritize ideas
2. Evaluate ideas
3. Prioritize ideas

After you collaborate

Reflect on the session and the ideas generated. Use the following questions to guide your reflection session:

- What did we learn from the session?
- What are the next steps?
- What are the challenges we face?

1. Reflect on the session
2. Define the next steps
3. Define the challenges