

Ideation Phase


Brainstorm & Idea Prioritization Template

Date	17 Jun 2025
Team ID	LTVIP2025TMID49390
Project Name	Cosmetic Insights : Navigating Cosmetics Trends and Consumer 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




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.

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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 [your problem statement]?


Key rules of brainstorming


To run an smooth and productive session


 Stay in topic.

 Defer judgment.

 Go for volume.

 Encourage wild ideas.

 Listen to others.

 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 select a sticky note and hit the pencil icon to sketch or the eraser icon to erase drawing!

Person 1

Provide a price comparison dashboard in Tableau for top cosmetics

Integrate user reviews and ratings from multiple platforms into one view

Person 2

Display trend analysis for budget-friendly cosmetic brands

Visualize ingredient safety and allergen information

Person 3

Offer predictive insights for upcoming sales and discounts

Add a virtual try-on feature linked to the most affordable options

Person 4

Create a ranking of products by value-for-money

Use Tableau to track social media sentiment on affordable products

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes

TIP

And customize colors to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes with your team.

1. Price Transparency & Value Comparison

2. Safety & Quality Validation

3. Trend & Sentiment Tracking

4. Enhanced Shopping Experience

Step-3: Idea Prioritization



Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

🕒 20 minutes

TIP

Participants can use their cursor to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer, holding the **W** key on the keyboard.

