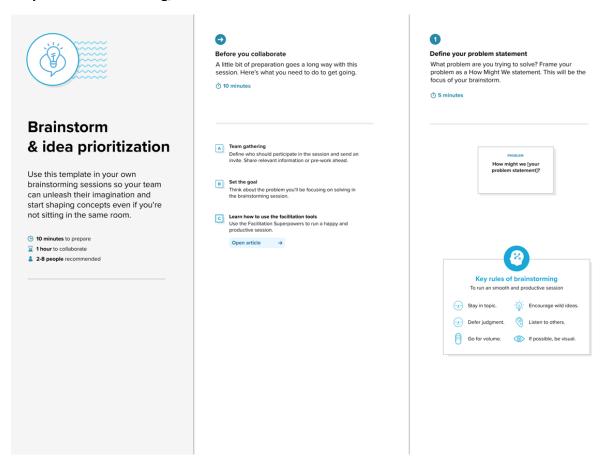
Ideation Phase Brainstorm & Idea Prioritization Template

Date	17 Jun 2025
Team ID	LTVIP2025TMID51659
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



Step-2: Brainstorm, Idea Listing and Grouping



Brainstorm

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





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 tryon feature linked to the most affordable options

Person 4

Create a ranking of products by value-formoney Use Tableau to track social media sentiment on affordable



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 and break it up into smaller sub-groups.



TIP

Add customizable tags to sticky notes to make it easier to find, browns, organize, and categorise important ideas as themes within your name.

1. Price Transparency & Value Comparison

2.Safety & Quality Validation

3.Trend & Sentiment Tracking

4. Enhanced Shopping Experience

Step-3: Idea Prioritization



