

## Ideation Phase

### Brainstorm & Idea Prioritization Template

|               |  |
|---------------|--|
| Date          | 28 JUNE 2025   |
| Team ID       | LTVIP2025TMID47528   |
| 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



### Brainstorm & idea prioritization

This brainstorming phase helps generate innovative ideas and insights to guide the direction of our cosmetics project, even when team members are collaborating remotely.

- 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.  
[Open article](#)

#### 1 Define 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 uncover meaningful trends in cosmetics consumer behavior using data visualization?

#### 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

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**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 (switch to sketch) icon to start drawing!

Madduru Gangothri

Visualize top-rated cosmetic brands over time using ranking heatmaps.

Create interactive dashboards in Tableau showing trends by age, skin type, and region.

Lakshmi Chetty Reddy Eswari

Highlight shifts in consumer preferences using time-series charts

Group products by labels and visualize their popularity.

P Poojitha Sai

Analyze the relationship between product price and consumer rating using scatter plots.

Create a sentiment analysis summary from reviews, visualized in word clouds or bar graphs.

Pennalurupeta Venu Gopal

Use pie and bar charts to compare product suitability across skin types.

Design a filterable map to show location-based buying patterns.

Thesetty Phani Shiva Ram

Develop a funnel chart to show customer journey stages

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**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.  
  
20 minutes

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mind.

understand product suitability across different skin types.

track and visualize changing consumer preferences over time.

analyze buying behavior and patterns based on location.

## Step-3: Idea Prioritization

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**Prioritize**  
Type your paragraph...  
  
20 minutes

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 heading the H key on the keyboard.

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

Scatter plots for price vs. rating

Ranking heatmaps for top brands

Pie/bar charts for skin types

Label-wise product popularity visuals