

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	LTVIP2025TMID50532
Project Name	Cosmetic Insights : Navigation cosmetics trends and consumer insights using Tableau
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template: During the brainstorming phase of the Cosmetic Insights project, I explored various ideas to help users make better decisions when choosing skincare products. I focused on key areas like skin type suitability, brand-wise price comparison, and product ranking. I also considered using visual tools like word clouds to display common ingredients and bar charts to show product distribution by category. The goal was to build an interactive and insightful dashboard using Tableau. These ideas were chosen to solve real user problems and provide meaningful cosmetic recommendations through data

Step-1: Team Gathering, Collaboration and Select the Problem Statement


In the first step, our team was formed by gathering individuals with diverse skills and shared interest in data analytics. We collaborated to understand each member's strengths, such as data visualization, research, and communication. After a group discussion and brainstorming session, we shortlisted several potential issues in the cosmetics industry

problem statement: “Understanding consumer insights and trends related to sensitive skin products”. This topic was chosen based on current market demand and its relevance to real-world cosmetic usage patterns.

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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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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

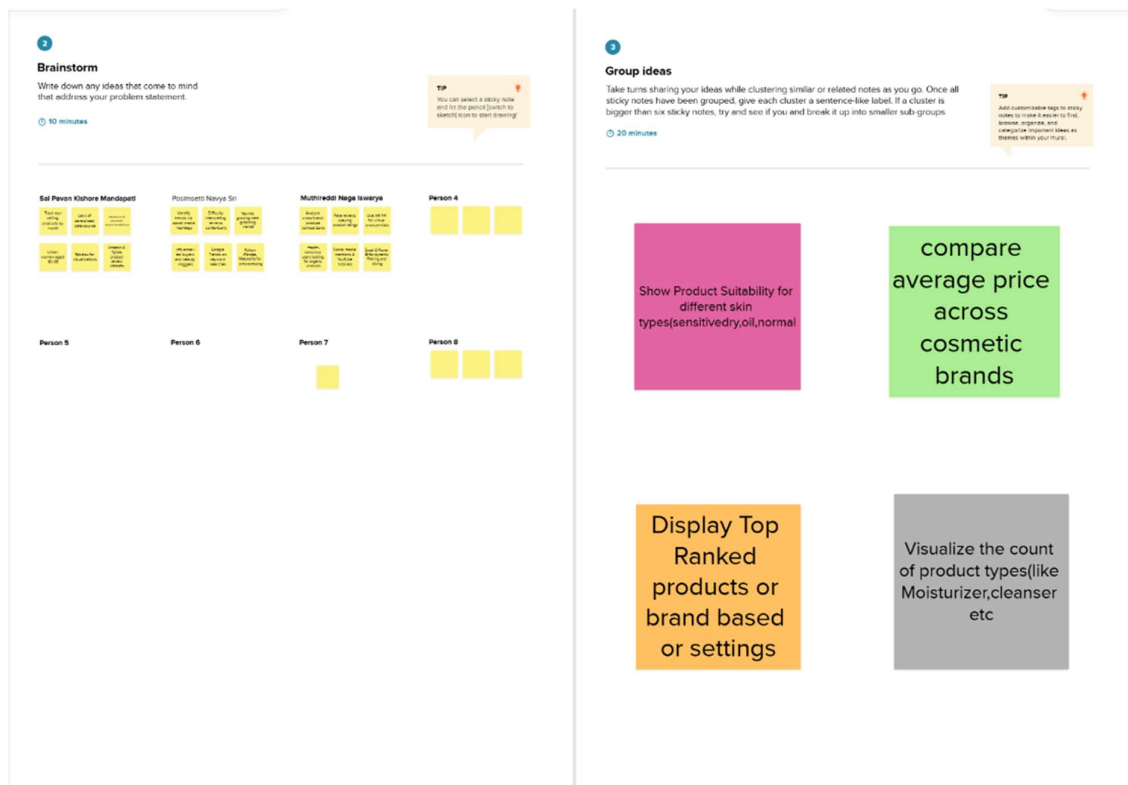
To run a smooth and productive session

- 👤 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

In this step, we listed multiple ideas related to analyzing cosmetics data, such as price comparison, skin suitability, and product ranking. These ideas were then grouped into categories like user needs, product features, and brand performance. This helped us focus on the most valuable insights for building the dashboard.

Then, we grouped similar ideas to identify key features for the dashboard like skin type filters, price analysis, and top brand insights.



Step-3: Idea Prioritization

We prioritized ideas based on user needs, data availability, and project goals. Features like skin type suitability, price comparison, and top product ranking were selected as the most impactful for the dashboard.

Identify Ingredients

- List ingredients suitable and not suitable for sensitive skin (like aloe vera = suitable, parabens = not suitable).

Consumer Preferences

- Track what consumers with sensitive skin prefer (organic, fragrance free, cruelty-free products).

Product Reactions

- Analyze common issues faced by sensitive skin users (itchiness, redness, dryness after use).

Brand Comparison

- Compare top brands offering sensitive skin-friendly products (e.g., Cetaphil vs. Nivea).

Age & Gender Insight

- Understand which age groups or gender are more concerned about sensitive skin products.

