

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	LTVIP2025TMID48516
Project Name	Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

In this brainstorming activity, I identified 10 key tasks related to my Tableau project on cosmetics trends. I listed and organized ideas such as chart creation, brand analysis, and dashboard building. Using the Idea Prioritization Matrix, I evaluated each task based on importance and feasibility. This helped me plan which visualizations to focus on first, ensuring an efficient and meaningful project outcome.

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

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

1 Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

2 Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

3 Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →

1 Define your problem statement

"How can I use Tableau to uncover trends and consumer preferences in the cosmetics industry through effective visualization?"

⌚ 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

2

Brainstorm

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

10 minutes

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

Geetha Priyavadha

Person 2

Person 3

Person 4

Person 5

Person 6

Person 7

Person 8

TP

You can select a sticky note and hit the pencil icon to select how to start drawing!

TP

Add a sentence-like label to sticky notes to make it easier to find, browse, organize, and categorize important ideas as they arise within your group.

Step-3: Idea Prioritization

4

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

TP

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 holding the #3 step on the background.

Importance

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

Feasibility

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

Importance

Feasibility

Link:-

<https://app.mural.co/t/navigatingcosmeticstrendsand5756/m/navigatingcosmeticstrendsan5756/1751307787359/13f8a10099316296973c13bf7dc7ef4dcf810efe?sender=ub7ee7c2401e36932059d1861>