

Ideation Phase

Brainstorm & Idea Prioritization Template


Date	24 JUNE 2025
Team ID	LTVIP2025TMID50828
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.

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




Brainstorm & idea prioritization

IREVOLUTION


1 Define your problem statement


What problem are you trying to solve? Frame your problem as *How Might We* statement. This will be the focus of your brainstorm.


 5 minutes


PROBLEM
How might we (your problem statement)?


Example:
How might we help cosmetic brands and stakeholders explore consumer behavior, product trends, and market segmentation in India more effectively using interactive dashboards and visual storytelling with Tableau?


 **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



Brainstorm, idea listing and grouping

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2 Run the ideas brainstorm

Generate as many ideas as possible related to the problem statement. Combine and group similar ideas as you go.

20 minutes

3 Grouped ideas

Create an Interactive state-wise sale map showing top brands

Create an interactive state-wise quarterly growth.

State-wise sales map

Oily vs Dry skin vs Avg Price

Tier 1 vs Tier 2 city performance

Suitability vs Market Demand

Suitability vs Market Demand

Cartoon representation of ideas

Quarterly summary with KPIs

Quarterly market share donut +

Executive summary with KPIs

AR-based visualizations

Voice-activated insights

Customer sentiment analysis overlay

Visualize price vs. skin suitability preferences among Indian consumers. Highlight pricing trends among launching launches. Competitive Comparison (Top Brand vs. Oily, Normal skin Dry skin)

Include competitor comparison (Top Brand vs Oily skin, Normal skin, Dry skin).

Step-3: Idea Prioritization

