

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	LTVIP2026TMIDS79168
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://app.mural.co/invitation/room/1771508067399943?code=8e77c3079f8947bc8e73326469a5c43f&sender=u8bfd3d70dc48c34b8d019375>

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

The screenshot shows a template for a Brainstorm & Idea Prioritization session. The interface is divided into three main sections:

- Left Panel:** A large blue sidebar labeled "Template" contains a circular icon with a lightbulb and wavy lines, followed by the title "Brainstorm & idea prioritization". Below the title is a descriptive text: "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." It also includes estimated times: "10 minutes to prepare", "1 hour to collaborate", and "2-8 people recommended".
- Middle Panel:** This section is titled "Before you collaborate" and includes a sub-section "Define your problem statement". It features a detailed description of the problem: "Increasing online payment fraud causes financial losses and security risks, while traditional rule-based systems fail to detect complex patterns and provide accurate real-time fraud detection." It also includes a timer indicating "5 minutes".
- Right Panel:** This panel contains a section titled "Key rules of brainstorming" with six rules: "Stay in topic.", "Encourage wild ideas.", "Defer judgment.", "Listen to others.", "Go for volume.", and "If possible, be visual.". Each rule has a small circular icon next to it.

Step-2: Brainstorm, Idea Listing and Grouping

1 Brainstorm

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

(1) 10 minutes

2 Group Ideas

Take turns sharing your ideas while clustering similar or related ideas as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label if a cluster is larger than six sticky notes, try and break it up into smaller subgroups.

(2) 20 minutes

3 Risk & Safety

- **Safety Trigger:** Auto-highlight products when sentiment drops below 2.5.
- **Keyword Alert:** Track words like "rash," "allergic," or "burn" in social data.
- **Recall Map:** Visual map showing where defective batches were sold.

4 Market Trends

- **Ingredient Pulse:** Compare the buzz of "Vitamin C" vs. "Retinol."
- **Influencer Impact:** See if a specific TikTok video caused a sales spike.
- **Regional Trends:** Identify which cities are buying specific product types.

5 Operational Health

- **Sales vs. Hype:** A scatter plot showing if high social buzz actually leads to revenue.
- **Inventory Alert:** Notify when a trending product is running low on stock.
- **Category Performance:** Compare Lipsticks vs. Skincare vs. Fragrance.

The diagram illustrates the flow from idea generation to grouping and categorization. It starts with two separate boxes containing several small yellow squares, followed by a plus sign, then a single box labeled 'Brainstorm' containing three yellow squares, followed by another plus sign, and finally a large box labeled 'Group Ideas' containing four yellow squares, each with a different symbol representing a category.

Step-3: Idea Prioritization

1 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.

(1) 20 minutes

2 TIP

Participants can add their own key priorities and ideas here. This allows others to quickly see what's most important by looking at the items on the keyboard.

3 Sales Trend Line charts.

- Real-time "Safety Alert" triggers based on specific keywords (e.g., "rash").
- Integration of live Social Media API feeds.

4 Feasibility

- UI/esthetic changes (custom fonts/colors).
- Downloadable PDF summaries of the dashboard.

5 After you collaborate

You can export the matrix as an image or PDF to share with members of your company who might be interested.

Quick add-ons

- Share the chart: Share a view link to the chart with stakeholders to keep them in the loop about the outcomes of the session.
- Export the chart: Export a copy of this chart as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

- Strategic checklist: Evaluate the requirements of a new idea or strategy. [Open the template →](#)
- Customer experience journey map: Understand customer needs, motivations, and obstacles for an experience. [Open the template →](#)
- Strengths, weaknesses, opportunities & threats: Identify strengths, weaknesses, opportunities, and threats (SWOT) to direct a plan. [Open the template →](#)

The diagram shows the progression from a simple grid to a detailed prioritization matrix. It begins with a grid of four quadrants: Top-Left (Importance vs. Feasibility), Top-Right (Sales Trend Line charts), Bottom-Left (UI/esthetic changes), and Bottom-Right (Strengths, weaknesses, opportunities & threats). Below this is a sequence of three boxes showing the evolution of the matrix: starting with a simple grid, then adding data points, and finally a fully populated matrix with various icons and labels.

