

## 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



### 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

- Team gathering**  
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- Set the goal**  
Think about the problem you'll be focusing on solving in the brainstorming session.
- 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

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.

5 minutes

##### Key rules of brainstorming

To run a smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

## Step-2: Brainstorm, Idea Listing and Grouping

### 3 Brainstorm

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

10 minutes

Person 1

Person 2

### 4 Group Ideas

Take turns stating your ideas while counting either on raised notes as you go, or on sticky notes that have been grouped, give each cluster a sentence or 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

#### 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.

#### 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.

#### 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.

## 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

**IMP**

Participants can use their fingers to point at ideas, sticky notes should give the grid. This facilitates our confidence level for voting. The team leader holding the map on the keyboard.

### After you collaborate

You can export the results as an image or per to share with members of your company who might find it helpful.

#### Quick add-ons

- Share the model**  
Share a view link to the model with stakeholders to know what's in the model, when the iterations of the solution.
- Export the model**  
Export a copy of the model as a PNG or PDF to attach to emails, include in slides, or save in your drive.

#### Keep moving forward

- Strategic blueprint**  
Define the components 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 develop a plan.  
[Open the template](#)

