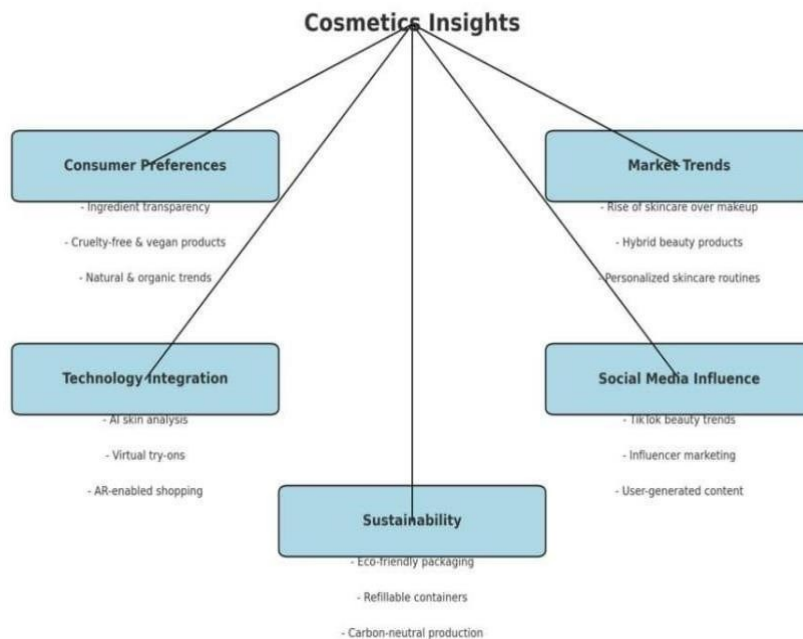


IDEATION PHASE BRAINSTORM TEMPLATES

DATE	02 JULY 2025
TEAM ID	LTVIP2025TMID60532
PROJECT NAME	COSMETIC INSIGHTS:NAVIGATING COSMETICS TREND AND CONSUMER INSIGHTS WITH TABLEAU
MAXIMUM MARKS	4 MARKS

Brainstorm Diagram



Phase 1: Define Objectives

- Focus on product innovation, marketing, or sustainability?
- Who is your target audience?

Phase 2: Conduct Market Scanning

Gather global and local market data.

- Track leading brands and product categories.

Phase 3: Customer-Centric Insights

- Identify key emotional or functional product drivers

Phase 4: Analyze Digital & Social Influence Use

social media analytics.

Phase 5: Technology & Innovation Mapping Explore

how technology is transforming cosmetics.

- Smart skincare devices and diagnostics.