

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	20 february 2026
Team ID	LTVIP2026TMIDS57478
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

Template

Brainstorm & idea prioritization

Use this template to brainstorm ideas based on the cosmetics dataset. Encourage creative thinking and focus on improving sales, customer satisfaction, and product performance.

🕒 10 minutes to prepare
🕒 1 hour to collaborate
👥 2-8 people recommended

Before you collaborate

A few things to prepare for before brainstorming ideas:

- Have a clear problem statement
- Collaborating questions
- Relevant research data

🕒 10 minutes

- **Review objectives**
Define the goals you want to achieve:
 - Sales team objectives
 - Marketing objectives
 - New strategy objectives
- **Set the goal**
Clearly define what problem you want to solve using the dataset.
Make sure the goal is specific and measurable.
- **Learn how to use the facilitation tools.**
Get familiar with the tools you will use:
 - Miro boards
 - Google Docs
 - Flipchart Paper

Open article →

1 Define your problem statement

Frame your problem as a clear question

- How might we increase sales of underperforming cosmetic products?
- How can we improve customer satisfaction based on purchase trends?

🕒 5 minutes

PROBLEM

- How might we optimize "no-makeup" styling tools?

2 Key rules of brainstorming

To ensure creative and effective brainstorming:

- 🗣️ Stay in topic
- 💡 Prioritize odd ideas
- 🗂️ Don't judge ideas
- 🗂️ Brainstorm freely
- 🗣️ Go for quantity
- 👁️ If possible be visual

Need some inspiration?

Check out 10 real-world examples of how teams have created value for their business.

Open example →

Step-2: Brainstorm, Idea Listing and Grouping



Step-3: Idea Prioritization

