

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

The screenshot shows a collaborative workspace for a 'Brainstorm & idea prioritization' project. On the left, there's a sidebar with a blue vertical bar labeled 'Template'. The main area has four columns:

- Before you collaborate:** A brief introduction to the template, mentioning it's for teams, requires no software, and is suitable for anyone. It includes a timer icon (10 minutes).
- Define your problem statement:** A section to frame the problem as a clear question, such as 'How might we increase sales of underperforming cosmetic products?'. It includes a timer icon (5 minutes).
- Brainstorming:** A section to list ideas, with a timer icon (10 minutes). It includes a 'Set the goal' sub-section where users can define the problem they want to solve using the dataset and make sure the goal is specific and measurable.
- Key rules of brainstorming:** A summary of six rules:
 - Stay on topic
 - Post simple ideas
 - Delay judgment
 - Jump on others
 - Collaborate
 - Prioritize by visual

At the bottom, there's a 'Need some inspiration?' section with a 'Open example' button, showing a grid of colorful icons representing various ideas or concepts.

Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm

With individuals that come to mind that know your industry better than you do, write down their names.

① 10 minutes

3 Group Ideas

Two hours sharing ideas with others. Create one main idea per person. Check all ideas off the board. See if you can relate them to each other. If so, merge. If not, keep them as they are. Try to see if you can make some connections.

② 20 minutes

Person 1: Startup
Person 2: Axial
Person 3: Deephi
Person 4: Saffoma

Cluster 1: Marketing & Product Strategy
• Social media

Cluster 2: Product Development & Innovation
• AI for product

Cluster 3: Sales & Customer Acquisition
• Loyalty programs

Cluster 4: Planning Optimization
• Streamline supply chain

Step-3: Idea Prioritization

1 Prioritize

You should all be on the same page about what's important moving forward. Place your ideas on the matrix to determine which ideas are important and which are feasible.

③ 20 minutes

TIP
Prioritize your ideas by importance and feasibility. If an idea is not important or not feasible, it may not be worth pursuing. If it is important but not feasible, consider ways to make it more feasible. If it is feasible but not important, consider ways to make it more important.

Importance ↑
Feasibility →

High Importance - High Effort (Quick Wins)
• Prioritize quick wins

High Importance - Low Effort (Priority)
• Launch regular meetings to predict the future

Low Importance - High Effort (Reconsider)
• Implement price reduction across all products

Low Importance - Low Effort (Explosive)
• Implement price reduction across all products

After you collaborate

You can export the board as an image or PDF to share with team members or stakeholders who may find it helpful.

Summarize the key findings from your brainstorming and prioritization session and prepare a short action report.

Quick add-ons

- Strategy blueprint**
Share a visual to your team and stakeholders to gather feedback on areas of opportunity. A sample is shown and included.
- Export the mural**
Download it as a word doc, PDF or image to include in reports, presentations or email signatures.

Keep moving forward

- Strategy blueprint**
An easy-to-use template of a new strategic plan.
- Customer experience journey map**
Understand customer needs, interests, and obstacles for a single item.
- Strengths, weaknesses, opportunities & threats**
Conduct SWOT analysis to identify opportunities and threats (SWOT is covered in a separate section).