

## Ideation Phase

### Brainstorm & Idea Prioritization Template


Date	08 Aug 2025
Team ID	PNT2025TMID14540
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using 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



### 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  
👤 3 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

- 1. **Team gathering**  
Define who should participate in the session and send an invite. (Share relevant information or pre-work ahead)
- 2. **Set the goal**  
Think about the problem you'll be focusing on solving in the brainstorming session.
- 3. **Learn how to use the facilitation tools**  
Clear the Facilitation Superpowers to run a happy and productive session.

#### 1 Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

⌚ 5 minutes

PROBLEM

As a non-binary person, I struggle to access meaningful trends and insights from our housing data, which prevents us from understanding and addressing homelessness.

#### 25 Key rules of brainstorming

To run an smooth and productive session

- 1. Stay in topic.
- 2. Better judgment.
- 3. No free volume.
- 4. Encourage wild ideas.
- 5. Listen to others.
- 6. If possible, be visual.

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

### 2 Brainstorm

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

10 minutes

### 3 Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like 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

**Hema Venkata Sri**

- Create dashboards comparing renovated vs non-renovated home sales.
- Build a visual showing price variation with number of bathrooms/ floors.
- Highlight top-selling house age groups.

**Gowthami**

- Create storyboards for stakeholder presentations.
- Include a heatmap for house features by region.
- Add filters in Tableau for year, price range, and features.

**Venkata Ramakrishna**

- Link renovation year to sales increase visually.
- Use tooltips in Tableau for key insights.
- Include forecasting charts for future pricing trends.

**Group Name**      **Ideas in the Group**

- House Features**
  - Bathroom/Floor impact, Top-selling age groups, Feature heatmap
- Renovation Insights**
  - Renovated vs non-renovated homes, Renovation-linked pricing trends
- Dashboard Enhancements**
  - Filters, Tooltips, Forecasting, Stakeholder storyboards

## 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

### After you collaborate

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

**Quick add-ons**

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

Idea	Importance	Feasibility	Notes
1. Renovation vs Sale Price Dashboard	☆ High	✉ High	Directly connects to business decisions and is easy to visualize in Tableau.
2. Bathroom/ Floor/Age Comparison Chart	☆ High	✉ Medium	Valuable pattern insight; requires grouping and combining features.
3. Add Filters (year, price, features) in Tableau	☆ High	✉ High	Makes dashboards dynamic, easily implemented using Tableau filters.
4. Add Tooltips for Data Insight	☆ Medium	✉ High	Improves user understanding; quick to add in Tableau.
5. Forecast Future Pricing Trends	☆ High	⏸ Low	Valuable, but needs time-series modeling; more complex.
6. Create Storyboards for Presentations	☆ Medium	✉ Medium	Good for communication; depends on team's design ability.
7. Feature Heatmap by Region	⏸ Medium	⏸ Low	Interesting, but requires geospatial data and custom visuals.

**High-Value (Plan if time/resources allow):**

- Forecast pricing trends using Tableau's time-series features

**Low-Hanging Fruit (Nice to have):**

- Create storyboards for internal use or presentations

**Avoid for Now:**

- Regional heatmaps (require more geospatial data)
- Complex predictions without clear historical data