

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	13 FEB 2026
Team ID	LTVIP2026TMIDS47436
Project Name	<b>Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau</b>
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://www.mural.co/templates/brainstorm-and-idea-prioritization>

#### 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

- A Team gathering**  
No team members – this is a solo project. Pre-research will be done using online datasets and Tableau.
- B Set the goal**  
The goal is to analyze real estate data to uncover how features like location, square footage, and year built affect house sale prices.
- C Learn how to use the facilitation tools**  
I will use Tableau to build dashboards and visualize trends.

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### Define your problem statement

Understanding housing market trends is challenging due to the volume and complexity of real estate data. This project aims to analyze how housing features—such as location, square footage, number of bedrooms, and year built—influence sale prices. Using Tableau, we will develop interactive dashboards and charts to visualize key patterns, trends, and anomalies.

5 minutes

**PROBLEM**  
How might we analyze how housing features influence sale prices?



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

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### Brainstorm

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

10 minutes

**TIP**  
You can start a story note and hit the publish button to add it to your dashboard.

#### Idea 1

- Use Zillow or Kaggle real estate datasets
- Include features: location, size, year built, no. of bedrooms
- Clean data using Excel or Python if needed

#### Idea 2

- Create a heatmap of average sale prices by location
- Use scatter plot for square footage vs. price
- Map view to show regional trends

#### Idea 3

- op section: KPIs (avg price, total strings)
- Middle: interactive map & filters
- Bottom: trend line, scatter chart side by side

#### Idea 3

- Add filters for year built, number of bedrooms
- Enable selection by city or ZIP code
- Add tooltip to show detailed info on hover

#### Idea 5

- Highlight anomalies or surprising trends
- Suggest insights for buyers/ investors
- Create tables, story points to walk through analysis

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### Group ideas

Organize similar ideas into clear groups such as data sources, key features, visualizations, and dashboard design. Label each group with a short phrase describing its focus. If a group has too many ideas, split it into smaller, more specific categories for better clarity.

20 minutes

**TIP**  
Add a color-coded legend to group ideas or use a color key to identify related ideas as they appear in your dashboard.



## Step-3: Idea Prioritization

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## 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

### TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.

