

Ideation Phase
Brainstorm & Idea Prioritization Template

Date	13 FEB 2026
Team ID	LTVIP2026TMIDS47436
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.

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 specific 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



Key rules of brainstorming

Brainstorm is a solo project, so keep brainstorming sessions short, open-minded, and avoid overthinking.

- 💡 Stay in topic.
- 💡 Encourage wild ideas.
- 💡 Defer judgment.
- 💡 Document insights.
- 💡 Go for volume.
- 💡 If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm

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

⌚ 10 minutes

TIP:
No one idea is wrong, and the more unique the better! Don't start editing.

Idea 1

- Use Zillow or Kaggle real estate datasets
- Include features: location, size, year built, no. of bedrooms
- Open 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 4

- Top section: KPIs (avg. price, total listings)
- 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 interesting findings
- Suggest insights for buyers/investors
- Create tabs: Story points to walk through analysis

3 Group ideas

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

⌚ 20 minutes

TIP:
Add color-coded tags to keep track of which ideas belong to which category. You can also use sticky notes to group ideas together on a whiteboard or digital canvas.

Data Preparation

- Use Zillow's Kaggle dataset. Clean data using Excel/Python. Handle missing values.

Key Features to Analyze

- Square footage, Bedrooms, bathrooms, Year built, Location/ZIP code

Visualization Techniques

- Map view of prices: Scatter plot (sq ft vs price), Trend line (over years)

Dashboard Design

- Top KPIs section. Filters for year, bedrooms, Tooltips interactivity

Insights & Outcomes

- Compare old vs new homes. Highlight anomalies. Investment recommendations

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

TIP

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

