

Ideation Phase


Brainstorm & Idea Prioritization Template

Date	19 February 2026
Team ID	LTVIP2026TMIDS79794
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Template



Brainstorm & idea prioritization

🕒 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

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B

Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

C

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

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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

Our team discussed real estate market challenges and selected the problem of difficulty in analyzing large housing datasets and identifying price trends due to lack of proper visualization tools.

🧠

Key rules of brainstorming

To run a smooth and productive session

➕

Stay in topic.

💡

Encourage wild ideas.

➕

Defer judgment.

👂

Listen to others.

🗣️

Go for volume.

👁️

If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

1 Brainstorm

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

10 minutes

Person 1

- Housing Market Trends Visualization using Tableau

Person 2

- Sale Price Analysis Dashboard based on Housing Features

Person 3

- Total Sales Analysis by Years Since Renovation Visualization

Person 4

- House Age Distribution Analysis by Bedrooms, Bathrooms and Floors

Person 5

- Comprehensive Housing Data Analysis Dashboard using Tableau

TIP

You can select a sticky note and use the arrow pointer to easily move and arrange!

2 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 temporary 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

Group 1

- Housing Market Trends Visualization using Tableau
- Comprehensive Housing Data Analysis Dashboard using Tableau

Group 2

- Sale Price Analysis Dashboard based on Housing Features
- Total Sales Analysis by Years Since Renovation Visualization

Group 3

- House Age Distribution Analysis by Bedrooms, Bathrooms and Floors

TIP

And remember, there's nothing wrong with creating a cluster of ideas that are related to each other. It's just a cluster of ideas that are related to each other.

Step-3: Idea Prioritization

3 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 confirm the spot by using the laser pointer holding the H key on the keyboard.

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)