

Ideation Phase

Brainstorm & Idea Prioritization Template

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|---------------|-----------------|
| Date | 31 January 2025 |
| Team ID | |
| Project Name | |
| 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

Template



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
- 2-5 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

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

[Open article](#)

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

Maximizing Incoming Market Trends: An Analysis of Sales Prices and Features Using Volume

2 Key rules of brainstorming

To run a smooth and productive session

- Stay on topic
- Encourage wild ideas
- Defer judgment
- Listen to others
- 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 address your problem statement.

10 minutes

TIP
You can select a sticky note and hit the arrow button to attach it to your drawing.

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

TIP
Add a sentence-like label to sticky notes to make it easier to move, attach, organize, and categorize. Prioritize sticky notes as needed within your ideas.

Person 1

Sale price trends over time (line or area chart)

Person 2

Renovation status distribution (donut chart)

Person 3

Avg price by bedrooms/ bathrooms (bar/column chart)

Person 4

Scatter plots for price vs square footage

Person 5

House age vs renovation status (heatmap)

Person 6

Word cloud for location-based features

Person 7

Funnel chart for number of houses sold by feature tiers

Person 8

Visualize share of houses sold per year categorized by number of bathrooms.

Grouped Themes:

- 1. Price Trends** → Sale price over time, total sales by renovation year
- 2. Renovation Insights** → Renovation status impact on price, average price post-renovation
- 3. Structural Features** → Number of bedrooms, bedrooms, floors vs price
- 4. House Age** → Distribution of house age, relation with price
- 5. Comparative Metrics** → Sale distribution across different house sizes and zip codes

Step-3: Idea Prioritization

4 Prioritize

"To uncover actionable insights into the housing market by analyzing sale prices and key house features like renovations, age, and structure using Tableau visualizations."

20 minutes

TIP
Prioritizing ideas with their purpose in mind as which category ideas should go in. The facilitator then confirms the topic by using this idea board holding the key on the left board.