

# Ideation Phase

## Brainstorm and idea prioritization

Date	26 June 2025
Team Id	LTVIP2025TMID
Project Name	Visualizing Housing Market Trends: An Analysis Of Sales Prices and Features Using Tableau
Maximum marks	4 marks

### About:

- **Data Features:** Price, location, bedrooms, bathrooms, square footage, property type, sale date.
- **Visual Goals:**
  1. **Trend Over Time** (Line chart of avg/median prices)
  2. **Geographic Insights** (Price heatmap by region)
  3. **Feature Comparison** (Bar charts by beds, baths, property type)
  4. **Price Distribution** (Boxplots, histograms)
  5. **Correlation** (Scatter plots: price vs. sqft)
- **Interactivity:**
  - Filters: region, year, type
  - Dashboards with tooltips and user controls ☐ Map of prices by location.

### Uses:

- Real Estate Insights
- Decision Support for Buyers & Sellers
- Market Comparison
- Government & Urban Planning
- Create dashboards for real-time exploration and presentation.
- Useful for real estate agencies, analysts, or public reports.

### Benefits:

- Clearly shows how home prices change over time and across regions.
- Visual dashboards simplify complex data, making it easier for non-technical users to understand.
- Helps buyers, sellers, and investors make smarter choices based on trends and property features.
- Useful for urban planners and policy-makers in tracking housing growth and affordability.

Example:

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

👤 2-8 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

#### 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 Facilitation Superpowers to run a happy and productive session.

[Open article](#) ➔

### 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

### Key rules of brainstorming

To run an smooth and productive session

Stay in topic.

Encourage wild ideas.

Defer judgment.

Listen to others.

Go for volume.

If possible, be visual.

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## 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 pencil (switch to sketch) icon to start drawing!

Person 1

Find affordable homes in safe, desirable neighborhoods

Understand if now is a good time to buy

Avoid overpaying by comparing similar homes

Learn how home features impact price

Person 2

Advise clients using up-to-date market trends

Quickly compare prices across neighborhoods or property types

Identify market shifts and pricing strategies

Provide data-backed recommendations to buyers and sellers

Person 3

Spot undervalued properties or emerging markets

Detect outliers or price anomalies for potential deals

Monitor long-term value and ROI trends

Forecast market performance based on historical data

Person 4

Monitor housing affordability across neighborhoods

Understand long-term pricing trends to guide housing policy

Identify areas with rapid price increases or gentrification

Support decisions on zoning, infrastructure or affordable housing initiatives using real estate data

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### 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 customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas in themes within your mural.

Understand  
if now is a  
good time  
to buy

Quickly  
compare prices  
across  
neighborhoods  
or property  
types

Detect outliers  
or price  
anomalies for  
potential deals

Understand  
long-term  
pricing trends  
to guide  
housing policy

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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.

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

Understand  
long-term  
pricing trends  
to guide  
housing policy

Understand  
if now is a  
good time  
to buy

**Feasibility**

Repetition of task, time, money, effort, complexity, etc.