

Ideation Phase

Brainstorm & Idea Prioritization Template


Date	31 January 2025
Team ID	LTVIP2025TMID60627
Project Name	Visualizing Housing Market Trends
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.

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



Brainstorm & idea prioritization

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- 🕒 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

How might we [your problem statement]?



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

2

Brainstorm

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

10 minutes

Person 1

Visualize how house features influence price trends using grouped bar charts, lollipops, and filter interactions.

Person 2

Build a dashboard showing how renovation status affects house prices, grouped by zip code and house age.

TIP

You can select a sticky note and hit the pencil button to quickly edit the content.

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

Also consider adding tags to sticky notes to make it easier to find, format, organize, and categorize important ideas as discussed within your model.

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 ideas to group at what's most important, great and so on. The facilitator can confirm the best by using the ideas to build the final set of ideas.

Importance

Top of ideas that would get done without any delay or no time. Most likely to be the most important ideas.

Feasibility

Top of ideas that would get done without any delay or no time. Most likely to be the most important ideas.

Visualize how house features influence price trends using grouped bar charts, lollipops, and filter interactions.

Build a dashboard showing how renovation status affects house prices, grouped by zip code and house age.