

# Ideation Phase

## Brainstorm & Idea Prioritization Template


Date	3 July 2025
Team ID	LTVIP2025TMID50773
Project Name	<b>Visualizing Housing Market Trends</b>
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

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

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**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

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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.

**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**

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

**TIP**

Add context labels to sticky notes to make it easier to find, better segment and compare your ideas. Based on keywords within your mind.

## 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 sticky notes placed around the grid. This feature can be used to add or change the notes around the grid.

**Importance**

It's all about the importance of the ideas. How much do you care about it? How much do you care about it? How much do you care about it?

**Feasibility**

How much of the idea is possible? How much of the idea is possible? How much of the idea is possible?

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.