

## Ideation Phase

### Brainstorm & Idea Prioritization Template

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



### 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  
3-8 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

1

**Team gathering**  
Define who should participate in the session and send an invite. Share relevant information or previous work.

2

**Set the goal**  
Have a clear idea of the problem you'll be focusing on solving in the brainstorming session.

3

**Learn how to use the facilitation tools**  
Use the Facilitation Superpowers to run a happy and productive session.

Open a room →

#### 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

Visualizing housing market trends: examples of sale prices and features using Tableau

2

**Key rules of brainstorming**  
To run an efficient and productive session

1

Stay on topic

2

Encourage wild ideas

3

Defer judgement

4

Build on others

5

Go for volume

6

If possible, be visual

## Step-2: Brainstorm, Idea Listing and Grouping

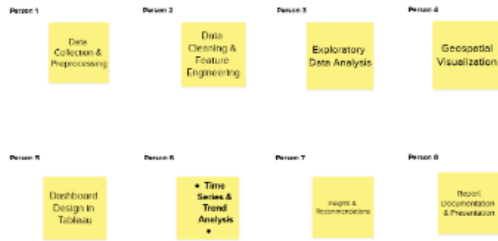
2

### Brainstorm

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

30 minutes

**Tip**  
The idea listed is designed to help you think about your problem statement.



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**  
And remember to go to sticky notes to make a note to find, browse, or get it, and compare the notes to make sure you're done.

- Data Collection - Using the framework to identify and organize data.
- Data Cleaning - Removing the noise and outliers from the data.
- Exploratory Data Analysis - Understanding the data and its relationships.
- Geospatial Visualization - Using maps to visualize data.
- Dashboard Design in Tableau - Creating interactive dashboards.
- Time Series & Trend Analysis - Analyzing data over time.
- Insights & Recommendations - Drawing conclusions from the data.
- Model Deployment & Evaluation - Putting the model into production.

## Step-3: Idea Prioritization

4

## Prioritize

Our team should agree 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

TP

Remember, we are also looking for ideas that are not on the grid. The facilitator can encourage the group by asking the team to think about the things on the grid and then think about the things not on the grid.

