Ideation Phase
Brainstorm & Idea Prioritization Template

Date	20 June 2025
Team ID	**LTVIP2025TMID48442**
Project Name	**Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau**
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

participants

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Session Goal:
Define the focus of the housing market visualization project.

Problem Statement (How Might We…):

How might we design Tableau dashboards that uncover and clearly communicate key factors affecting house sale prices and trends across features like renovation, age, bedrooms, bathrooms, and floors?

Step-2: Brainstorm, Idea Listing and Grouping

Instructions:

List all ideas generated from the brainstorming session. Then group them into clusters based on themes.

Ideas List: - Show average sale price over years since renovation - Correlate number of bathrooms with price - Cluster house age with number of floors - Heatmap of price distribution by zip code - Use filters for bedrooms/floors/bathrooms - Show trend lines by year built - Bar chart: average price by number of bedrooms - Compare renovated vs non-renovated price growth

Grouped Clusters:

Cluster Theme	Ideas
Renovation Impact	Show avg price over years since renovation, compare renovated vs not
House Age & Structural Features	Cluster house age with floors, show trend lines by year built

Cluster Theme	Ideas
Bathrooms/Bedrooms Impact	Correlate bathroom counts, avg price by bedrooms
Location-based Price Analysis	Heatmap by zip code, regional filters
Dashboard Interactivity	Filters, dropdowns, slicers

Step-3: Idea Prioritization

Step 3: Idea Prioritization Grid

Evaluate ideas based on feasibility and importance.

Idea Cluster	Feasibility	Importance	Final Priority
Renovation Impact	High	High	Top Priority

Idea Cluster	Feasibility	Importance	Final Priority
House Age & Structural Features	Medium	High	Priority 2
Bathrooms/Bedrooms Impact	High	Medium	Priority 3
Location-based Price Analysis	Medium	Medium	Optional / Future Enhancements
Dashboard Interactivity	High	High	Essential – include in all dashboards