

Ideation Phase

Brainstorm & Idea Prioritization Template

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|---------------|------------------------------------------------------------------------------------------|
| Date | 31 July 2025 |
| Team ID | PNT2025TMID10204 |
| 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.

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


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

A

Team gathering

Teammates who understand the project or know about houses and buyers. Send them a short message or invite with the basic info they need to understand what the session is about

B

Set the goal

The goal is to come up with ideas that help people (especially buyers/investors) understand what's happening in the housing market — trends, price shifts, area comparisons.

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 help buyers feel confident about choosing the right neighborhood based on current housing trends?



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.

Step-2: Brainstorm, Idea Listing and Grouping

2

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

Neighborhood scorecards with key factors like schools, safety, and commute time

Person 2

Compare neighborhoods side-by-side based on price growth, amenities, and ratings

Person 3

Personalized suggestions based on buyer preferences (budget, family, investment)

Person 4

Highlight “up-and-coming” areas based on recent market activity

3

Group ideas

- Interactive map showing price changes in each neighborhood over time
- Simple graphs showing average house prices, rent trends, and demand in each area
- Set alerts for areas where prices are rising or falling quickly
- Explain housing trends in simple terms (e.g., “Prices are rising due to new metro station”)

⌚ 20 minutes

TIP

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

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 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.

