

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	21 July 2025
Team ID	PNT2025TMID10117
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.

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
- 👤 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.

[Open article](#) →



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 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

Part-1

2

Brainstorm

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

🕒 10 minutes

Ishaan

Build an interactive map in Tableau showing average sale price by city or zip code

Create a filterable dashboard for year-wise price trends by property type

Use color-coded heatmaps to visualize price ranges across neighborhoods

Include a feature correlation chart (e.g., square footage vs. price)

Vishwajeet

Add dynamic filters (like location, property age, number of bedrooms)

Use a time slider to analyze how trends have changed over the years

Integrate a forecasting chart to predict future sale prices

Highlight top 5 and bottom 5 areas based on price appreciation

Tushar

Create a KPI summary panel (avg price, median price, total listings)

Use Tableau's clustering feature to group similar housing markets

Display a trend line for each city using small multiples

Add tooltips with extra info like school ratings or walk scores

Pranali

Create a side-by-side comparison view for 2 locations

Allow users to export selected visual views as PDF reports

Add a price distribution histogram for selected regions

Embed an FAQ or help overlay to guide users through the dashboard

Part-2

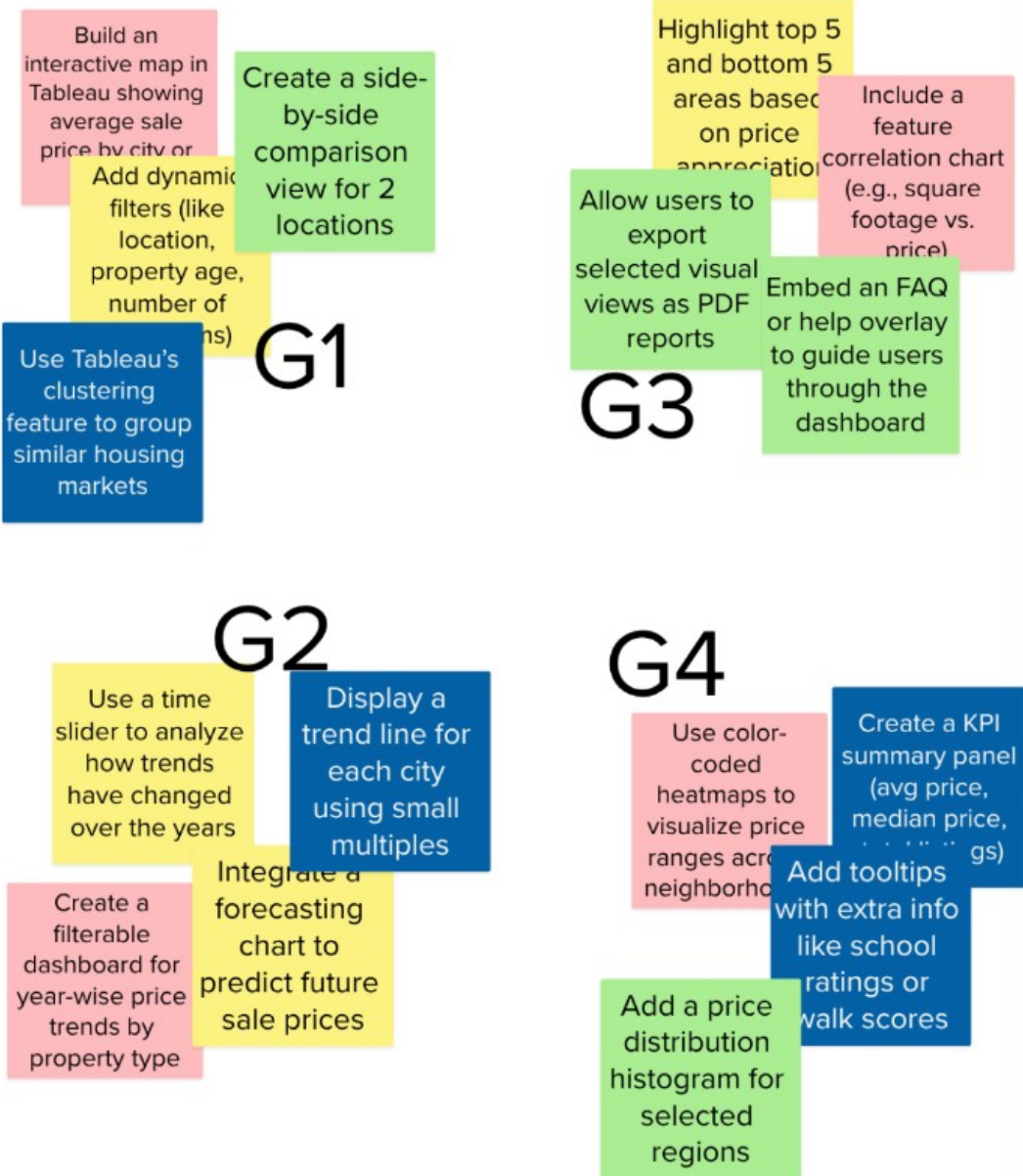
3

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

Group -> G



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

