

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	20 July 2025
Team ID	PNT2025TMID10260
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

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

 Team gathering

No team members – this is a solo project. Pre-research will be done using online datasets and Tableau.


 Set the goal

The goal is to analyze real estate data to uncover how features like location, square footage, and year built affect house sale prices.

 Learn how to use the facilitation tools


I will use Tableau to build dashboards and visualize trends.


[Open article](#) →



Define your problem statement


Understanding housing market trends is challenging due to the volume and complexity of real estate data. This project aims to analyze how housing features—such as location, square footage, number of bedrooms, and year built—influence sale prices. Using Tableau, we will develop interactive dashboards and charts to visualize key patterns, trends, and anomalies.

 5 minutes




PROBLEM


How might we analyze how housing features influence sale prices?





Key rules of brainstorming


But though it's a structured, we keep brainstorming sessions structured, open, and flexible, and avoid creating any constraints.


 Stay in topic.

 Encourage wild ideas.

 Defer judgment.

 Document insights.

 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 could address the problem statement.

10 minutes

TIP
You can select a story role and fill in parts of (or even the whole) story to start brainstorming.

Idea 1

Use Zillow or Kaggle real estate datasets

Include features: location, size, year built, no. of bedrooms

Clean data using Excel or Python if needed

Idea 2

Create a heatmap of average sale price by location

Use scatter plot for square footage vs. price

Map view to show regional trends

Idea 4

Top section: KPIs (avg price, total listings)

Middle: interactive map & filters

Bottom: trend line + scatter chart side by side

Idea 3

Add filters for year built, number of bedrooms

Enable selection by city or ZIP code

Add tooltips to show detailed info on hover

Idea 5

Highlight anomalies or surprising trends

Suggest insights for buyers/investors

Create 30-sec. story points to walk through analysis

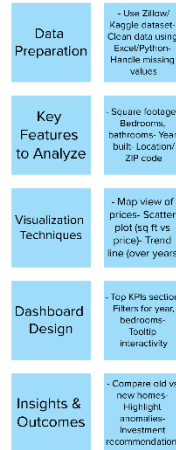
3

Group ideas

Organize similar ideas into clear groups such as data sources, key features, visualizations, and dashboard design. Label each group with a short phrase describing its focus. If a group has too many ideas, split it into smaller, more specific categories for better clarity.

20 minutes

TIP
Add a column for key role or story point to help teams to brainstorm for better organization and categorization of ideas as they go on their journey.



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.

