

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	25 June 2025
Team ID	LTVIP2025TMID50251
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



### 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

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**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](#) ➔

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**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

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PROBLEM

How might we [your problem statement]?

**Key rules of brainstorming**

To run a smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

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

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### 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!

Rupasri Redrowthu

Create a summary dashboard showing average sale price, total area, and number of records.

Sai Lakshmi Mallavolu

Use a grouped bar chart to analyze house age vs. number of bathrooms, bedrooms, and floors

Ruksar Naaz

Create a histogram showing total sales by years since renovation.

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### 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

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

#### Cluster 1: House Feature Analysis

Create a dashboard showing average sale price, total area, and record count

#### Cluster 2: Market Snapshot Overview

Use a grouped bar chart to analyze house age vs. number of bathrooms, bedrooms, and floors

## Step-3: Idea Prioritization

4

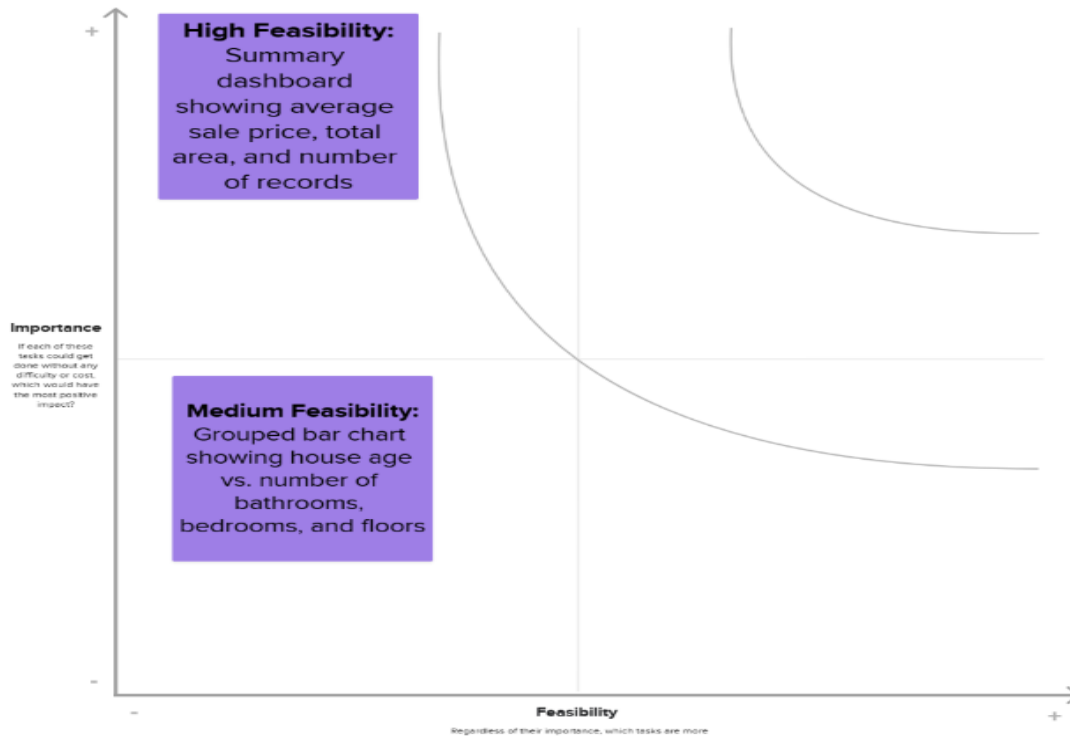
### Prioritize

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.



## Conclusion:

Through a structured brainstorming and idea prioritization session, we identified and evaluated key visualization ideas for analysing housing market trends using Tableau.

The selected ideas were categorized based on feasibility and importance.

- The summary dashboard was prioritized as high feasibility, providing quick and impactful insights like average sale price and total housing area.
- The grouped bar chart, though slightly more complex, was marked as medium feasibility due to its deep analytical value in exploring the relationship between house age and features.

This prioritization will guide the next steps of our project:

- Data cleaning and preparation
- Dashboard development in Tableau
- Insight generation and stakeholder presentation

By focusing on high-impact and feasible visualizations, our project aims to support real estate analysts and decision-makers with meaningful insights into market trends and housing characteristics.

