Ideation Phase
Brainstorm & Idea Prioritization Template

Date	01 Feb 2026
Team ID	LTVIP2026TMIDS52750
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.

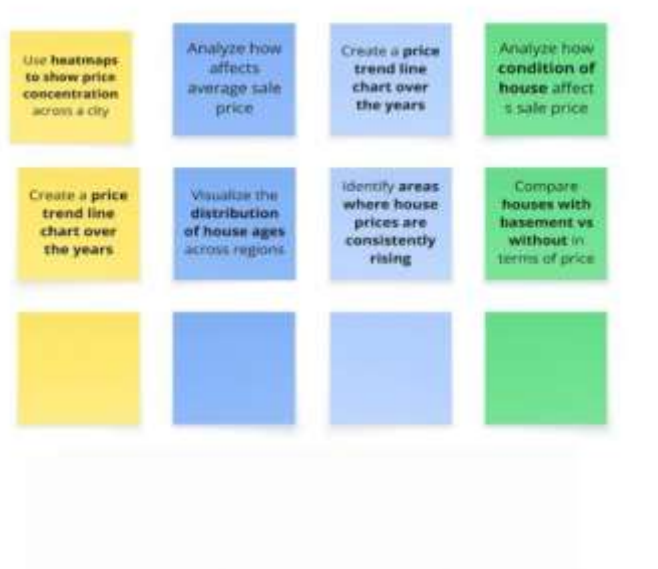## Step-1: Team Gathering, Collaboration and Select the Problem Statement

Step-2: Brainstorm, Idea Listing and Grouping

Brainstorm

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

⏱ 10 minutes

Use **heatmaps** to show price concentration across a city	Analyze how affects average sale price	Create a **price** trend line chart over the years	Analyze how **condition of house** affects sale price
Create a **price** trend line chart over the years	Visualize the **distribution** of house ages across regions	Identify **areas** where house prices are consistently rising	Compare **houses with basement vs without** in terms of price

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 and break it up into smaller sub-groups.

⏱ 20 minutes

Location-Based Insights	Property Age & Condition Analysis	Price Trend Over Time
Feature-Based Comparison	Price per square foot, price vs lot size, affordability index	

Step-3: Idea Prioritization