

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



Brainstorm & idea prioritization

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🕒 10 minutes to prepare
🕒 1 hour to collaborate
👥 2-10 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**
Define who should participate in the session and send an invite. Share relevant information in pre-write ahead.
- Set the goal**
Share about the problem you're focusing on solving in the brainstorming session.
- Learn how to use the facilitation tools**
Use the Facilitation Recommendations to find happy and productive sessions.

👉 [Sign up now](#)

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

How might we (your problem statement)?

Key rules of brainstorming

To run an efficient and productive session

- 1 Stop to think
- 2 Encourage wild ideas
- 3 Defer judgement
- 4 Listen to others
- 5 One idea at a time
- 6 Be positive, be visual

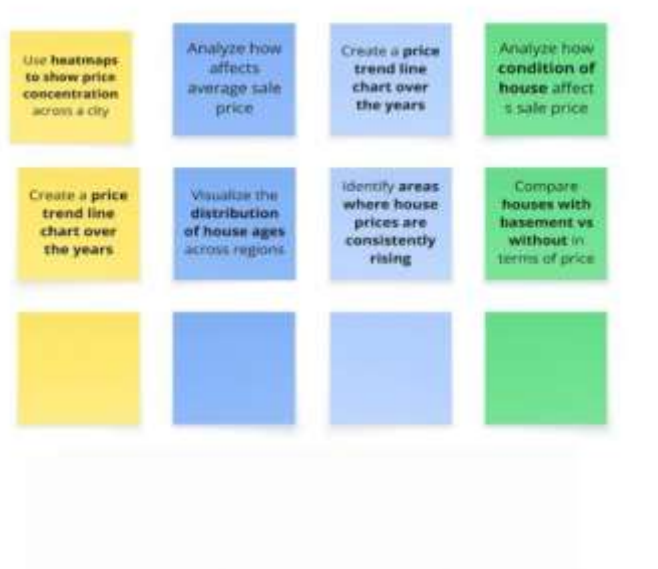
Step-2: Brainstorm, Idea Listing and Grouping

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Brainstorm

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

🕒 30 minutes



A grid of 12 sticky notes arranged in 3 rows and 4 columns. The first two rows contain text, while the third row contains empty colored boxes. The colors of the sticky notes are: Row 1: Yellow, Blue, Light Blue, Green; Row 2: Yellow, Blue, Light Blue, Green; Row 3: Yellow, Blue, Light Blue, Green.

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 affect's 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

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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



A grid of 9 sticky notes arranged in 3 rows and 3 columns. The first two rows contain text, while the third row contains empty colored boxes. The colors of the sticky notes are: Row 1: Green, Orange, Pink; Row 2: Green, Orange, Pink; Row 3: Green, Orange, Pink.

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

