

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 February 2026
Team ID	LTVIP2026TMIDS25019
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

The screenshot displays a digital template for a Brainstorm & Idea Prioritization session, divided into three main sections:

- Before you collaborate:** A section for preparation, including a timer icon and a note: "A little bit of preparation goes a long way with this session. Here's what you need to do to get going." It specifies a duration of 40 minutes.
- Define your problem statement:** A section for framing the problem, with a timer icon and a note: "What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorming." It specifies a duration of 5 minutes.
- Key rules of brainstorming:** A summary of rules for a productive session, including:
 - Stay on topic.
 - Defier judgment.
 - Go for volume.
 - Encourage wild ideas.
 - Listen to others.
 - If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

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

10 minutes

Hema Venkata Sri	Gowthami	Venkata Ramakrishna
Create dashboards comparing renovated vs non-renovated home sales.	Create storyboards for stakeholder presentations.	Link renovation year to sales increase/decrease.
Build a visual showing price variation with location across Gathavanas/Rivers.	Include a heatmap for house features by region.	Use insights in Telco data for key insights.
Highlight top selling house age groups.	Add filters to Telco data for price range and features.	Include renovation checklist for future pricing trends.

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 Name	Ideas in the Group
House Features	Bathroom/Floor impact, Top-selling age groups, Feature heatmap
Renovation Insights	Renovated vs non-renovated homes, Renovation-linked pricing trends
Dashboard Enhancements	Filters, Tooltips, Forecasting, Stakeholder storyboards

Step-3: Idea Prioritization



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

Idea	Importance	Feasibility	Notes
1. Renovation vs Sale Price Dashboard	★ High	☒ High	Directly connects to business decisions and is easy to visualize in Tableau.
2. Bathroom/Floor/Age Comparison Chart	★ High	☒ Medium	Valuable pattern insight; requires grouping and combining features.
3. Add Filters (year, price, features) in Tableau	★ High	☒ High	Makes dashboards dynamic; easily implemented using Tableau filters.
4. Add Tooltips for Data Insight	★ Medium	☒ High	Improves user understanding; quick to add in Tableau.
5. Forecast Future Pricing Trends	★ High	☐ Low	Valuable, but needs time-series modeling; more complex.
6. Create Storyboards for Presentations	★ Medium	☒ Medium	Good for communication; depends on team's design ability.
7. Feature Heatmap by Region	☐ Medium	☐ Low	Interesting, but requires geospatial data and custom visuals.



After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

Share the mural
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

Export the mural
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.



Renovation vs Sale Price Dashboard



Interactive Filters & Tooltips in Tableau



House Feature Comparison (Bathrooms, Floors, Age)

Forecasting Future Trends (optional based on time)

💡 High-Value (Plan if time/resources allow):

- Forecast pricing trends using Tableau's time-series features

👉 Low-Hanging Fruit (Nice to have):

- Create storyboards for internal use or presentations
- ✖️ **Avoid for Now:**
 - Regional heatmaps (require more geospatial data)
 - Complex predictions without clear historical data