

Ideation Phase

Brainstorm & Idea Prioritization

Date	25 February 2026
Team ID	LTVIP2026TMIDS47834
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization:

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.

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

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

The screenshot shows the 'Brainstorm & idea prioritization' template from Mural. It includes a sidebar with a lightbulb icon, a main content area with a wavy background, and two large panels on the right.

Main Content Area:

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.

Preparation Time: 20 minutes to prepare, 1 hour to collaborate, 2-8 people recommended.

Collaboration Steps:

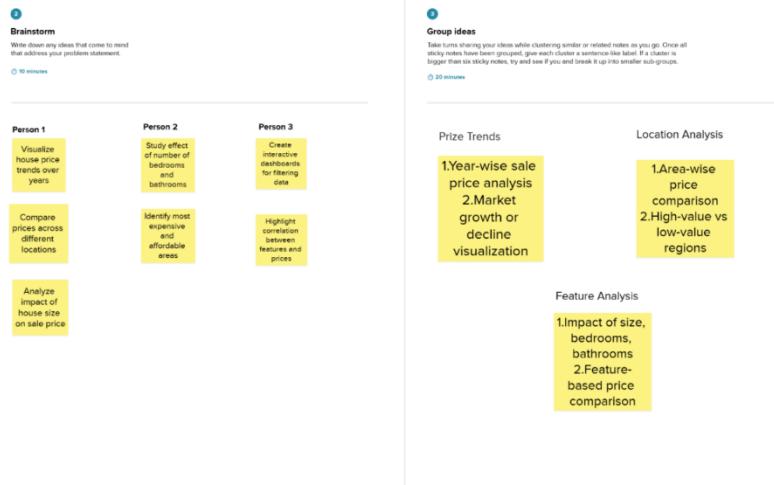
- Before you collaborate**: A little bit of preparation goes a long way with this session. Here's what you need to do to get going. (20 minutes)
- Define your problem statement**: What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm. (5 minutes)

Problem Statement: **PROBLEM**
How might we manage ever-growing Traffic Volume?

Key Rules of Brainstorming:

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

Step-2: Brainstorm, Idea Listing and Grouping



Step-3: Idea Prioritization

