

Ideation Phase

Brainstorm & Idea Prioritisation Template

Date	27 June 2025
Team ID	LTVIP2025TMID49598
Project Name	Visualising Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	4 Marks

Brainstorm & Idea Prioritisation 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. Prioritising 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 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

Visualizing Housing Market
Trends: An Analysis of Sale
Prices and Features using
Tableau

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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

Problem Statement

Real estate stakeholders often struggle with fragmented, raw housing data from various sources, making it difficult to identify reliable market trends, understand price drivers, and make data driven decisions regarding sales or investments. The lack of interactive and comprehensive insights leads to reactive strategies and missed opportunities.



Key rules of brainstorming

To run an smooth and productive session

- 🗨️ Stay in topic.
- 💡 Encourage wild ideas.
- ⏸️ Defer judgment.
- 👂 Listen to others.
- 🗳️ Go for volume.
- 👁️ If possible, be visual.

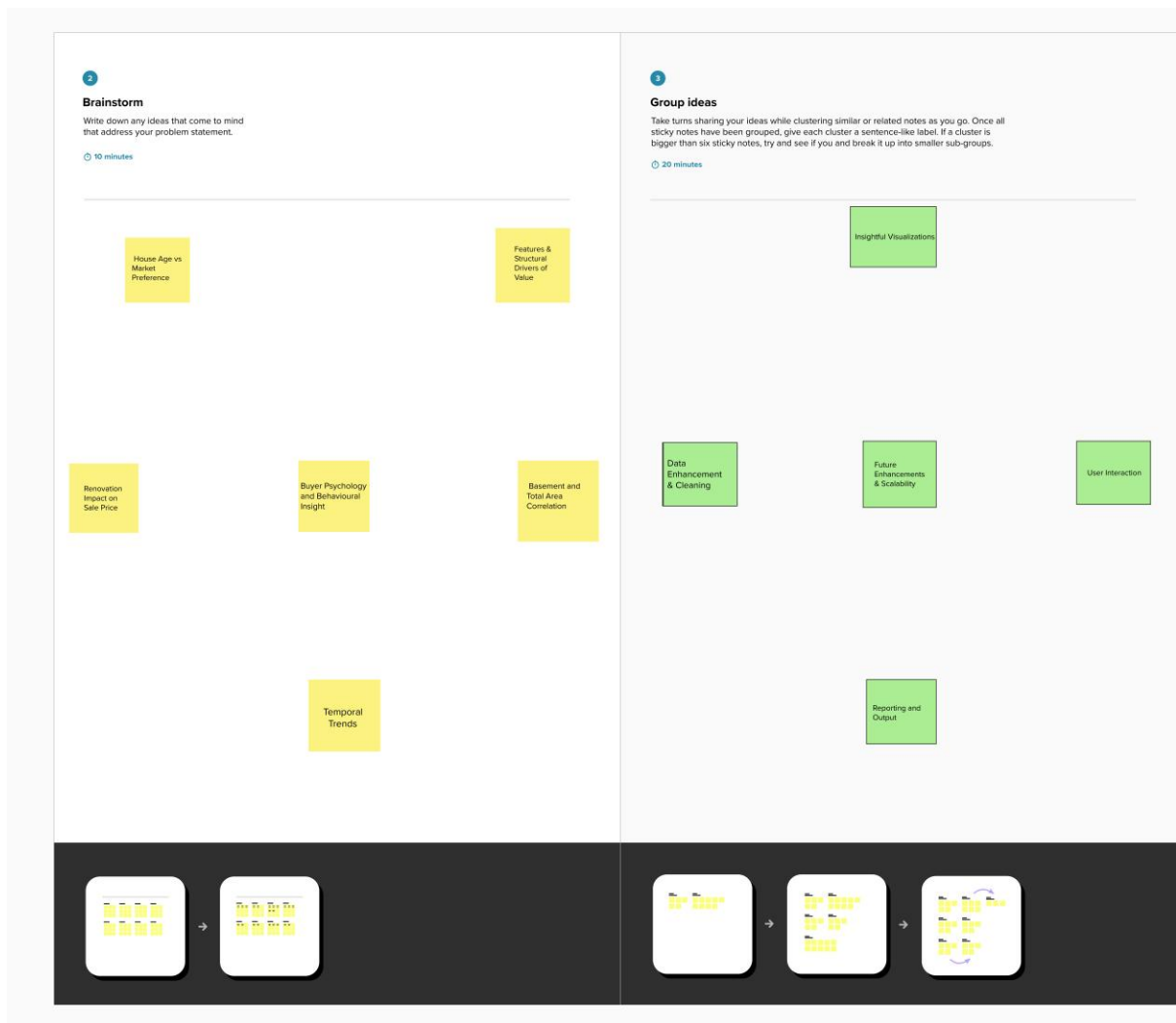


Need some inspiration?

See a finished version of this template to kickstart your work.

[Open example](#) →

Step 2: Brainstorm, Idea Listing and Grouping

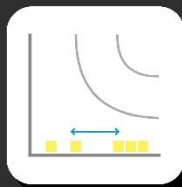
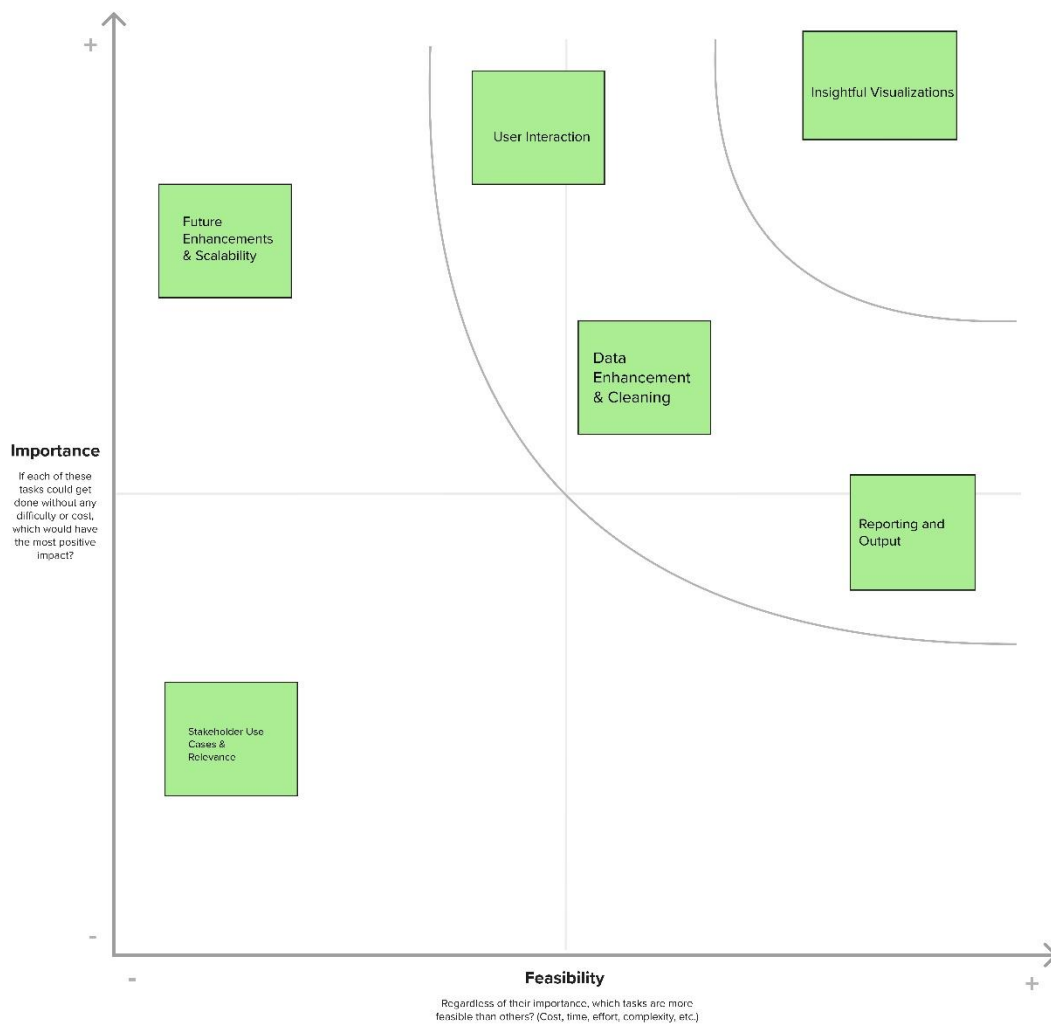


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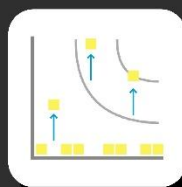
Prioritize

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



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