

Ideation Phase

Brainstorm & Idea Prioritization Template

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| Date | 15 Feb 2026 |
| Team ID | LTVIP2026TMIDS24186 |
| 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 template for a Brainstorm & Idea Prioritization session. It is divided into three main sections:

- Before you collaborate:** This section includes a lightbulb icon and a brief description of preparation steps. It lists:
 - Team gathering: Define who should participate in the session and send an invite. Share relevant information or pre-work ahead. (10 minutes)
 - Set the goal: Think about the problem you'll be focusing on solving in the brainstorming session.
 - Learn how to use the facilitation tools: Use the Facilitation Superpowers to run a happy and productive session.
- Define your problem statement:** This section includes a lightbulb icon and a brief description of framing the problem as an "How Might We" statement. It lists:
 - PROBLEM: As a real-estate agent, I struggle to keep up with the constant influx of new housing data, which prevents me from having meaningful and effective communication with stakeholders.
- Key rules of brainstorming:** This section includes a lightbulb icon and a summary of the six rules:
 - Stay in topic.
 - Offer judgment.
 - Go for volume.
 - Encourage wild ideas.
 - Listen to others.
 - If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

1

Brainstorm

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

10 minutes

2

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 break it up into smaller sub-groups.

20 minutes

| Hema Venkata Sri | Gowthami | Venkata Ramakrishna |
|---|----------|---------------------|
| <div style="display: flex; justify-content: space-around;"> <div style="width: 33%;"> <p>Create dashboards comparing renovated vs non-renovated home sales.</p> <p>Build a visual showing price variation with number of bedrooms/bathrooms/years.</p> <p>Highlight top-selling house age groups.</p> </div> <div style="width: 33%;"> <p>Create storyboards for stakeholder presentations.</p> <p>Add filters in Tableau for year, price range and features.</p> </div> <div style="width: 33%;"> <p>Link renovation year to sales metrics visually.</p> <p>Use tooltips in Tableau for key insights.</p> <p>Include forecasting charts for future pricing trends.</p> </div> </div> | | |

| 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

1

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

2

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.

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

Quick add-ons:

- Share the mural Share a direct 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.

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