

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	26 JUNE 2025
Team ID	LTVIP2025TMID50159
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features.
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.

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

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



### 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.

🕒 10 minutes to prepare  
🕒 1 hour to collaborate  
👤 2-8 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

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**A** Team gathering  
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

**B** Set the goal  
Think about the problem you'll be focusing on solving in the brainstorming session.

**C** Learn how to use the facilitation tools  
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) ➔

1

#### 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

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PROBLEM

How might we [your problem statement]?

**Key rules of brainstorming**

To run a smooth and productive session

- Stay in topic.
- Defer 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

#### TIP

You can select a sticky note and hit the pencil icon to start drawing!

Amar

Yuktesh

Person 3

Person 4

Person 5

Person 6

Person 7

Person 8

3

### Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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

#### TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

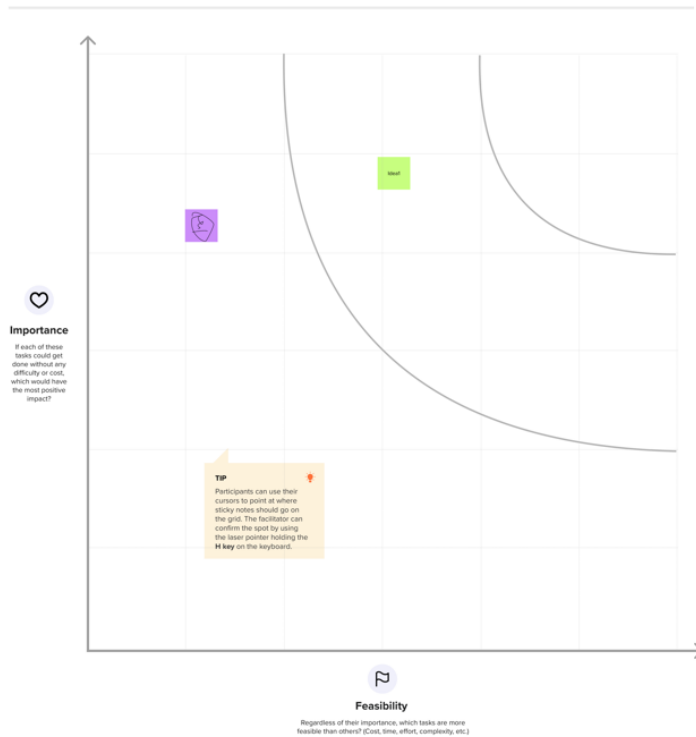
## Step-3: Idea Prioritization

4

### 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



1

## Define your problem statement

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

🕒 5 minutes

### PROBLEM

ABC Company currently faces challenges in understanding the key factors that influence house prices and sales trends. The existing housing market data is complex and scattered, making it difficult for real estate analysts, marketing teams, and executives to identify clear patterns related to renovation impact, house age distribution, and other critical features. This lack of clear insights limits effective pricing strategies and informed market decisions."



### Key rules of brainstorming

To run a smooth and productive session



Stay in topic.



Encourage wild ideas



2

## Brainstorm

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

🕒 10 minutes

### TIP

You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

### bindu

Add clear neighborhood filters for price, size, and year built

Use color-coded maps to show price ranges easily

Allow users to compare 2–3 neighborhoods side by side

Show top 5 cheapest and most expensive areas

### tejaswini

Add real-time average price updates

Enable sorting by price, size, or age of houses

Add dropdown menus for selecting city and locality

### sravanthi

Highlight trending neighborhoods with rising prices

Include recent listings or sales on the dashboard

Add a "recommended neighborhood" based on budget

Allow exporting charts as PDFs for clients

### chandrasekhar

Display a live update banner when new data is uploaded

Add search bar for quick neighborhood lookup

Show a bar chart comparing average prices in all areas

3



Facilitate

**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

**TIP**

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

cluster 1

Dropdown  
menus for  
city/localit

Sorting by  
price, size,  
age

Compare 2-3  
neighborhoods  
side by side

Add clear  
neighborhood  
filters

cluster 2

Show  
recent  
listings/  
sales

Real-time  
average  
price  
updates

Live  
update  
banner

4

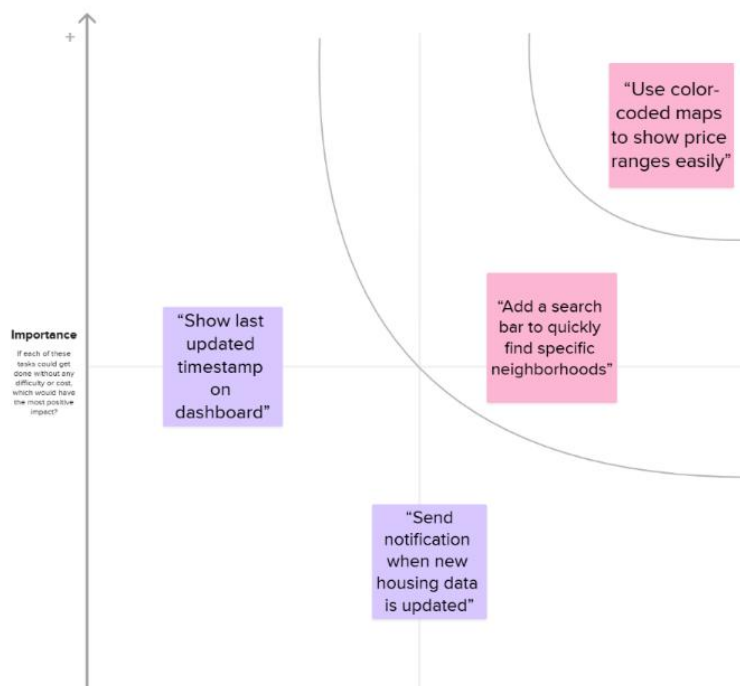
**Prioritize**

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

**TIP**

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.



## 1 Define your problem statement

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

15 minutes

### PROBLEM

ABC Company currently faces challenges in understanding the key factors that influence house prices and sales trends. The existing housing market data is complex and unstructured, making it difficult for real estate analysts, marketing teams, and executives to identify clear patterns related to innovation impacts, house age distribution, and other critical features. This lack of clear insights hinders pricing strategies and informed market decisions.

### Key roles of data visualization

For an informed and data-driven problem

- Stay on topic
- Define objectives
- Get the relevant data
- Encourage self-discovery
- Listen to others
- If possible, be visual

## 2 Brainstorm

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

30 minutes

### bindu

Add clear neighborhood filters for price, size, and year built

Use color-coded maps to show price ranges easily

Show top 5 cheapest and most expensive areas

### stravathi

Highlight trending neighborhoods with rising prices

Include recent listings or sales on the dashboard

Add a "recommended" neighborhood based on budget

Allow exporting charts as PDFs for clients

### tejaswini

Allow users to compare 2-3 neighborhood sales by side

Add real-time average price updates

Enable sorting by price, size, or age of houses

Add dropdown menus for selecting city and locality

### chandroshanker

Display a live update banner when new data is uploaded

Add search bar for quick neighborhood lookup

Show a bar chart comparing average prices in all areas

## 3 Group ideas

Take notes sharing your ideas while clustering similar or related notes as per you. Once all sticky notes have been grouped, give each cluster a sentence-like start. If a cluster is larger than one sticky note, try and see if you can break it up into smaller sub-groups

20 minutes

### cluster 1

Dropdown menus for city/locality

Sorting by price, size, age

Compare 2-3 neighborhood sales by side

Add clear neighborhood filters

### cluster 2

Show recent listings/sales

Real-time average price updates

Live update banner

## 4 Prioritize

Your team should all be on the same page about what's important (during brainstorm). Place your ideas on this grid to determine which ideas are important and which are feasible

20 minutes



## 5 After you collaborate

You can export this board as an image or print out the visualizations of your concepts right from the app.

10 minutes

### Quick actions

Share the board

Export the board

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