

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 June 2025
Team ID	LTVIP2025TMID49805
Project Name	Visualizing housing market trends:an analysis of sales 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

Template



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

A

Team gathering

- Data analysts, Tableau experts, real estate domain specialists, business stakeholders

B

Set the goal

- Identify regional or seasonal pricing patterns.
- Examine impact of renovations on price.
- Visualize trends by number of bedrooms, bathrooms, and square footage.

C

Learn how to use the facilitation tools

- Use Tableau's Dashboard and Story features to present your insights interactively.
- Utilize filters, highlights, and calculated fields for more refined insights.
- Create templates or predefined views for others to explore.
- If multiple people are contributing, consider using Tableau Server or Tableau Cloud for collaboration.

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Define your problem statement

"It is challenging to understand which factors (like location, size, age, or renovations) most influence housing sale prices. Without proper visual tools, stakeholders struggle to make informed decisions Based on market trends."

🕒 5 minutes

PROBLEM

"How might we use Tableau to visualize and uncover the key factors influencing housing sale prices and trends over time?"



Key rules of brainstorming

To run a smooth and productive session

🗨️ Stay in topic.

💡 Encourage wild ideas.

⏸️ Defer judgment.

👂 Listen to others.

🗨️ Go for volume.

👁️ If possible, be visual.

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Step-2: Brainstorm, Idea Listing and Grouping

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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 empty) icon to start drawing.

Person 1

- Create a map showing average price per ZIP code

- Use bar charts to compare sales by number of bedrooms

- Timeline showing price trends by year

Person 2

- Analyze impact of renovations on price

- Visualize age of house vs price

- Create filters by property type

Person 3

- Heat map of sale prices by area

- Highlight top 10 most expensive neighborhoods

- Compare sale price by house size

Person 4

- Story dashboard with interactive filters

- Use box plots to show price distribution

- Add tooltips with property photos

Person 5

- Correlation chart: #Bathrooms vs Price

- Show % of homes renovated per year

- Pie chart of property type distribution

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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 custom color tags to sticky notes to make it easier to find, organize, and categorize important ideas or themes within your group.

1. Location-Based Price Trends

- Map showing average price per ZIP code

- Heat map of sale prices by area

- Compare prices in top 10 neighborhoods

- Combine Tableau with Google Maps

2. Time & Seasonality Insights

- Line chart of sales price trends over time

- Timeline showing yearly change in prices

- Analyze seasonal sales patterns

- Dashboard showing market evolution over years

3. House Feature Comparisons

- Sale price by number of bedrooms/bathrooms

- Bar chart comparing square footage vs. price

- Histogram of house sizes and corresponding prices

- Scatter plot: house age vs. sale price

4. Renovation Impact

- Compare prices before and after renovation

- Show % of homes renovated per year

- Analyze price increase by renovation year

- Dashboard filter by renovation status

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Step-3: Idea Prioritization

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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

TIP

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

