

## Ideation Phase


### Brainstorm & Idea Prioritization Template

Date	5 February 2026
Team ID	LTVIP2026TMIDS35952
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.

#### 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.

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**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**

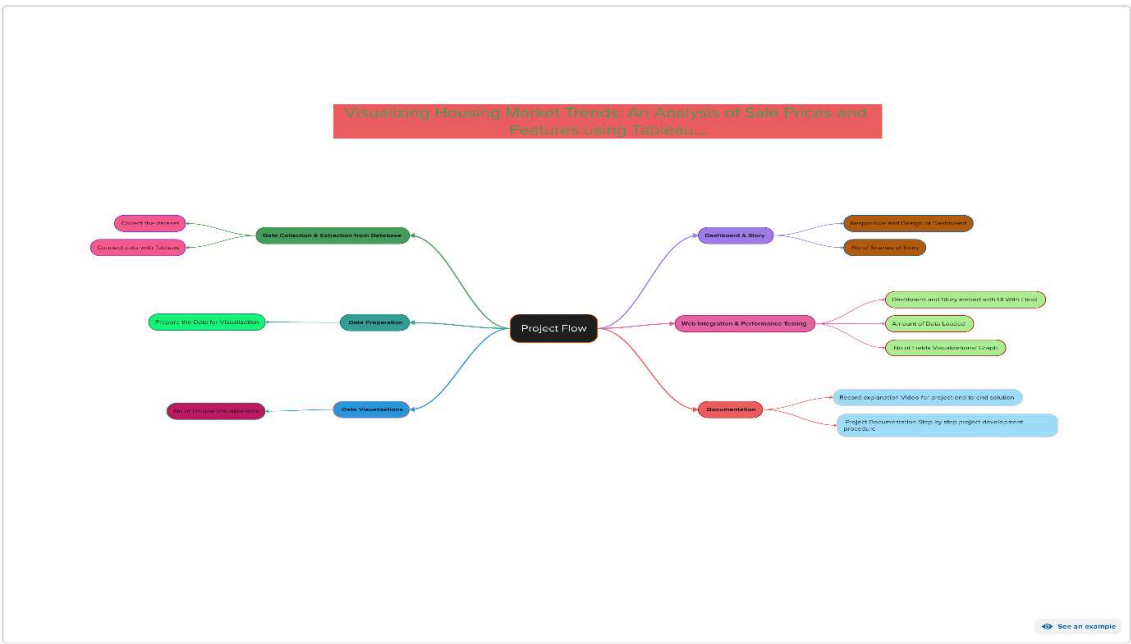
To run a smooth and productive session

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

Step-2: Brainstorm, Idea Listing and Grouping

In what ways might we dramatically improve our offering for different people?	How might we better serve... new users or customers?	How might we better serve... power users or longtime customers?	How might we appeal to... audiences we haven't reached yet?	How might we appeal to... our skeptics or detractors?
<b>Simplification</b> Reduce clutter, removing steps, clarifying options, streamlining workflows...			understanding the large data and make it easy to understand simply	
<b>Personalization</b> Tailored recommendations, anticipating needs, adapting to situations and behavior...	This project focuses on visualizing housing market trends to provide clear and interactive insights into pricing and regional variations.			
<b>Social &amp; community</b> Videos, pictures, posts, messages, stories, likes, followers, tweets, feeds, networks...				The selected idea to solve the problem is to develop interactive dashboards that visualize housing market trends and price variations in an understandable format.
<b>Gamification</b> Motivations, rewards, badges, levels, fun, points, teamwork, leaderboards...		The project solution idea is to analyze and visualize housing market data using interactive dashboards.		
<a href="#">See an example</a>				

Step-3: Idea Prioritization

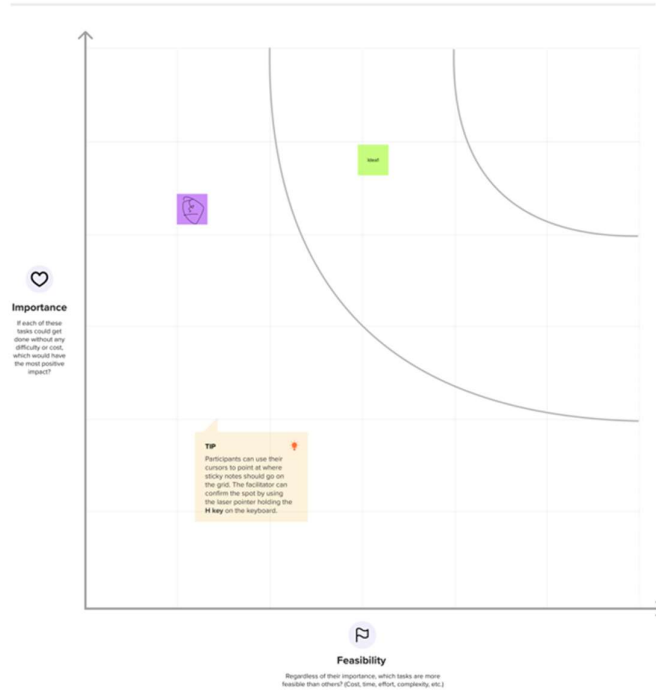


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#### Prioritize

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



In today's real estate market, large amounts of data are available, but understanding patterns from raw data is difficult. Therefore, data visualization using Tableau helps convert complex datasets into meaningful visual insights for better decision-making.