

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	15 Feb 2026
Team ID	LTVIP2026TMIDS77319
Project Name	<b>Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau</b>
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

The screenshot shows a web-based collaboration tool with three main sections:

- Brainstorm & idea prioritization:** This section includes a lightbulb icon, a brief description of the template's purpose, and preparation time (10 minutes). It also lists participants: N. Umamaheswar Reddy, T. Chandana, P. Keerthi Reddy, V. Harsha Deepthi, and R. Simhadri. It specifies a goal: "Identify key house features affecting sale prices—like renovation year, age, rooms, floors, and location—and visualize them using interactive Tableau dashboards to support better, data-driven decisions."
- Before you collaborate:** This section provides instructions for preparation: "A little bit of preparation goes a long way with this session. Here's what you need to do to get going." It includes a timer icon indicating 10 minutes.
- Define your problem statement:** This section poses a question: "How might we design interactive Tableau dashboards that clearly reveal the influence of house features (renovation year, number of rooms, age, location, etc.) on housing sale prices to support better market understanding and decision-making?" It includes a "PROBLEM" box detailing the complexity of housing market datasets.

#### participants

**N. Umamaheswar Reddy, T. Chandana, P. Keerthi Reddy, V. Harsha Deepthi.**

## Session Goal:

Define the focus of the housing market visualization project.

## Problem Statement (How Might We...):

How might we design Tableau dashboards that uncover and clearly communicate key factors affecting house sale prices and trends across features like renovation, age, bedrooms, bathrooms, and floors?

## Step-2: Brainstorm, Idea Listing and Grouping

**2 Brainstorm**  
Write down any ideas that come to mind that address your problem statement.  
10 minutes

**3 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

**Person 1**

- Line Chart – Visualize average sale price by year of renovation.
- Bar Chart – Show average price by number of bathrooms or bedrooms.

**Person 2**

- Scatter Plot – Compare square footage vs price, segmented by renovation status.
- Box Plot – Compare price variation among renovated vs non-renovated homes.

**Person 3**

- Heatmap – Display geographic price distribution using zipcodes or neighborhoods.
- Histogram – Show distribution of house age and overlay sale price trends.

**Person 4**

- Dashboard Navigation – Create linked dashboards for different dimensions (age, renovation, structural features).
- Parameter Controls – Allow users to interact with impact by adjusting features (e.g., # of bathrooms).
- Tooltip Enhancements – Add calculated fields to increase due to renovation or number of floors.
- Tree Map – Show hierarchical breakdown of bedrooms, bathrooms, renovation year, and price range.
- Interactive Filters – Add filters for bedrooms, bathrooms, renovation year, and price range.
- Dual-Axis Chart – Plot house age and renovation year against sale price.

**Person 5**

- Renovation Impact on Sale Price
- Structural Features Influence Value
- Location Determines Price Distribution
- Interactive Visual Exploration for Users
- Advanced Comparative and Analytical Insights

## Instructions:

List all ideas generated from the brainstorming session. Then group them into clusters based on themes.

**Ideas List:** - Show average sale price over years since renovation - Correlate number of bathrooms with price - Cluster house age with number of floors - Heatmap of price distribution by zip code - Use filters for bedrooms/floors/bathrooms - Show trend lines by year built - Bar chart: average price by number of bedrooms - Compare renovated vs non-renovated price growth

## Grouped Clusters:

### Cluster Theme

### Ideas

#### Renovation Impact

Show average price over years since renovation, compare renovated vs not

House Age & Structural Features	Cluster house age with floors, show trend lines by year built
Cluster Theme	Ideas
Bathrooms/Bedrooms Impact	Correlate bathroom counts, average price by bedrooms
Location-based Price Analysis	Heatmap by zip code, regional filters
Dashboard Interactivity	Filters, dropdowns, slicers

## **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

**TIP**

If you have an idea that can't go on the grid, write it on a sticky note and place it on the grid. The facilitator can move the sticky note after the lower pointer holding the **H** key on the keyboard.

**Importance**  
If each of these tasks could get done without any additional cost, which would have the most positive impact?

**Feasibility**

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

Importance

Feasibility

### Step 3: Idea Prioritization Grid

Evaluate ideas based on feasibility and importance.

Idea Cluster	Feasibility	Importance	Final Priority
Renovation Impact	High	High	Top Priority
Idea Cluster	Feasibility	Importance	Final Priority
House Age & Structural Features	Medium	High	Priority 2
Bathrooms/Bedrooms Impact	High	Medium	Priority 3
Location-based Price Analysis	Medium	Medium	Optional / Future Enhancements
Dashboard Interactivity	High	High	Essential – include in all dashboards

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