

Ideation Phase

Brainstorm & Idea Prioritization Template

| | |
|---------------|--|
| Date | 20 June 2025 |
| Team ID | LTVIP2025TMID48542 |
| 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.

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

Team gathering

N.UMAMAHESWAR REDDY
K.SWETHA
P.KEERTHI REDDY
R.SIMHADRI
A.NAGA SRAVYA

We all are together meet in online ZOOM meeting and discuss about home trends and its problems.

Set the goal

We aim to 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.

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

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?

PROBLEM

Housing market datasets are often complex and contain many attributes—year built, renovation, location, size, etc.—making it difficult for businesses and buyers to quickly identify what factors truly influence sale prices. Additionally, the lack of visual interpretation tools results in decision-makers missing patterns.

Key rules of brainstorming

To run a smooth and productive session

- Stay on topic** – Keep the discussion focused on housing trends and visualization goals.
- Defer judgment** – Accept all ideas initially without criticism.
- Get for volume** – Generate as many ideas as possible.
- Encourage wild ideas** – Creativity can lead to surprising, useful insights.
- Listen to others** – Build on each other's ideas.
- Be visual** – Where possible, sketch or describe visuals (charts, dashboards).

participants

N. Umamaheswar Reddy, K. Swetha, P. Keerthi Reddy, R. Simhadri, A. Naga Sravya

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

Brainstorm Ideas:

- Person 1:** Line Chart - Visualize average sale price by year of renovation; Bar Chart - Show average price by number of bedrooms or bathrooms.
- 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 (location, renovation, structural features); Parameter Controls - Allow users to simulate price impact by adjusting features (e.g., # of bathrooms); Tooltip enhancements - Add calculated fields to show % increase due to renovation or number of floors.
- Person 5:** Tree Map - Show distribution of features like bedrooms, floors, bathrooms to sale price; Interactive Filters - Add filters for bedrooms, bathrooms, renovation year, and price range; Dual-Axis Chart - Plot house age and renovation year against sale price.

Grouped Ideas:

- Renovation Impact on Sale Price:** Line chart: price vs renovation year; Compare renovated vs non-renovated prices; Highlight price trends post-renovation.
- Structural Features Influence Value:** Bar chart: avg price by bathrooms/bedrooms; Scatter plot: rooms vs price; Histogram: house age; Year built vs price.
- Location Determines Price Distribution:** Heatmap by zipcode; Area-based clustering; Region filters.
- Interactive Visual Exploration for Users:** Filters for bedrooms, bathrooms, renovation; Parameter controls; Dashboard navigation; Tooltip enhancements.
- Advanced Comparative and Analytical Insights:** Dual-axis chart: year built vs price; Correlation matrix of all features; Box plot: feature-wise price variance.

Instructions:

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

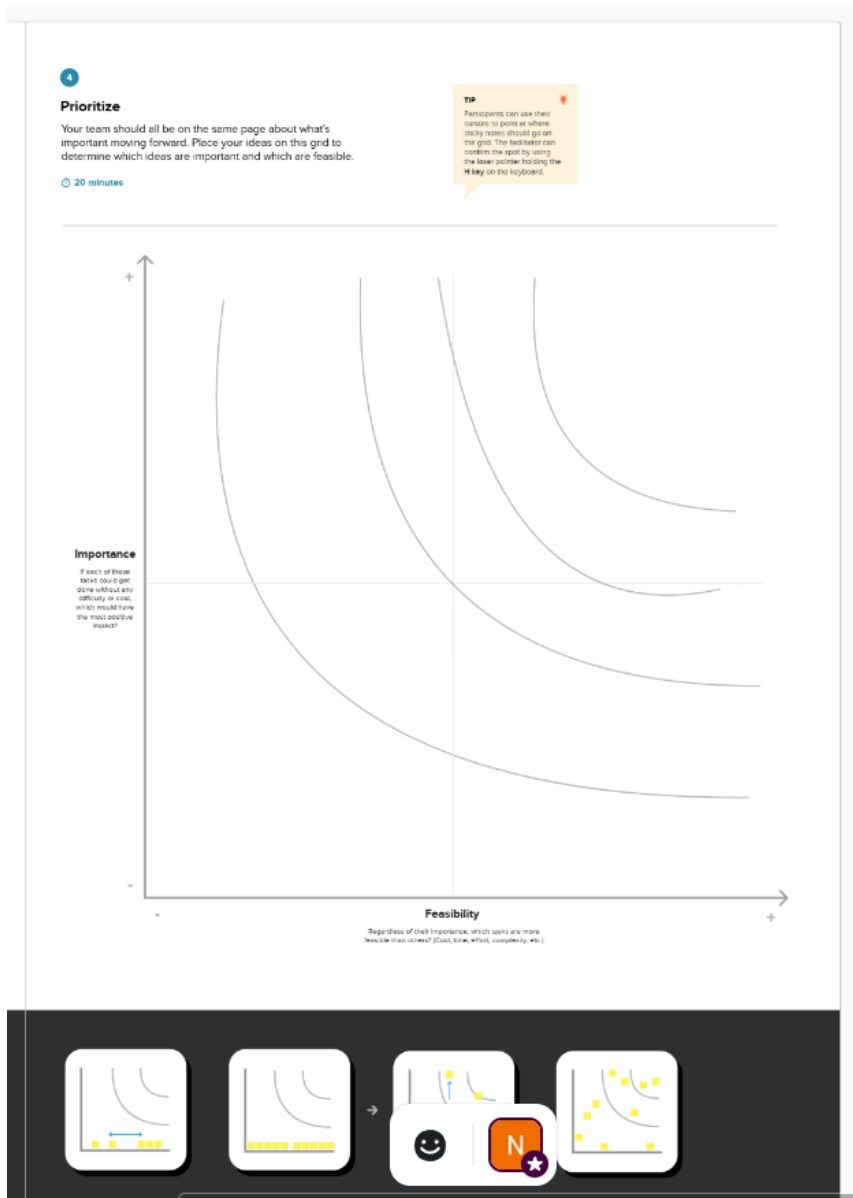
Ideas List: - Show average sale price over years since renovation - Correlate number of bathrooms with price - Cluster house age with number of floors - Heatmap of price distribution by zip code - Use filters for bedrooms/floors/bathrooms - Show trend lines by year built - Bar chart: average price by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

Grouped Clusters:

| Cluster Theme | Ideas |
|---------------------------------|--|
| Renovation Impact | Show avg 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, avg price by bedrooms |
| Location-based Price Analysis | Heatmap by zip code, regional filters |
| Dashboard Interactivity | Filters, dropdowns, slicers |

Step-3: Idea Prioritization



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 |
