

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	26 February 2026
Team ID	LTVIP2026TMIDS38235
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.

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

The screenshot displays the 'Brainstorm & Idea Prioritization' template interface. It is divided into three main sections:

- Before you collaborate:** This section includes a brief description of preparation steps, a timer for 10 minutes, and three sub-tasks: 'Team gathering' (defining participants and sending an invite), 'Set the goal' (defining the problem to focus on), and 'Learn how to use the facilitation tools' (linking to the Facilitation Guide). It also features a 'PREVIEW' button.
- Define your problem statement:** This section asks users to frame their problem as a 'How Might We' statement and provides a timer for 8 minutes. It includes a 'PREVIEW' button.
- Key rules of brainstorming:** This section lists six rules: Stay in topic, Encourage wild ideas, Shatter judgment, Listen to others, Get to yes/no, and If possible, be visual. It also includes a 'PREVIEW' button.

Step-2: Brainstorm, Idea Listing and Grouping

1

Brainstorm

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

⌚ 10 minutes

Hema Venkata Sri	Gowthami	Venkata Ramakrishna
Create dashboards comparing renovated vs non-renovated home sales.	Create presentations for stakeholder presentations.	Link renovation year to sales performance visually.
Build a visual showing price validation based on number of customers' views.	Include a heatmap for homes grouped by region.	Use tooltips in Tables for key segments.
Highlight top selling house age groups.	Add filters in Tableau for price range, and features.	Include forecasting charts for future pricing trends.

2

Group ideas

Take time 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 break it up into smaller sub-groups.

⌚ 20 minutes

Group Name	Ideas in the Group
House Features	Bathroom/Floor impact, Top-selling age groups, Feature heatmap
Renovation Insights	Renovated vs non-renovated homes, Renovation-linked pricing trends
Dashboard Enhancements	Filters, Tooltips, Forecasting, Stakeholder storyboards

Step-3: Idea Prioritization

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

Idea	Importance	Feasibility	Notes
1. Renovation vs Sale Price Dashboard	★ High	☒ High	Directly connects to business decisions and is easy to visualize in Tableau.
2. Bathroom/Floor/Age Comparison Chart	★ High	☒ Medium	Valuable pattern insight; requires grouping and combining features.
3. Add Filters (year, price, features) in Tableau	★ High	☒ High	Makes dashboards dynamic; easily implemented using Tableau filters.
4. Add Tooltips for Data Insight	★ Medium	☒ High	Improves user understanding; quick to add in Tableau.
5. Forecast Future Pricing Trends	★ High	☒ Low	Valuable, but needs time-series modeling; more complex.
6. Create Storyboards for Presentations	★ Medium	☒ Medium	Good for communication; depends on team's design ability.
7. Feature Heatmap by Region	☒ Medium	☒ Low	Interesting, but requires geospatial data and custom visuals.

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons:

- Share the mural: Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- Export the mural: Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Renovation vs Sale Price Dashboard

House Feature Comparison (Bathrooms, Floors, Age)

Interactive Filters & Tooltips in Tableau

Forecasting Future Trends (optional based on time)

High-Value (Plan if time/resources allow):

- Forecast pricing trends using Tableau's time-series features

Low-Hanging Fruit (Nice to have):

- Create storyboards for internal use or presentations

Avoid for Now:

- Regional heatmaps (require more geospatial data)
- Complex predictions without clear historical data