# Ideation Phase
# Brainstorm & Idea Prioritization Template

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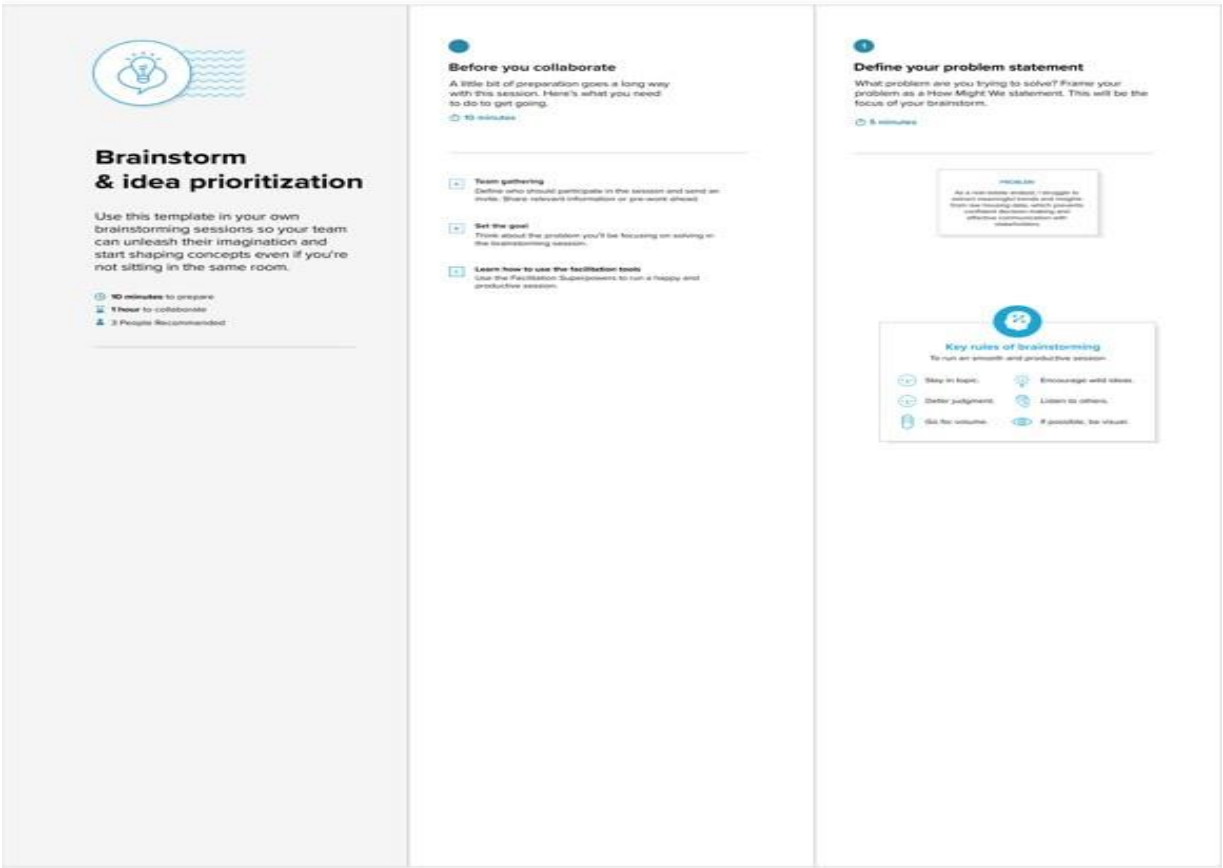
|---|---|
| Date | 26 February 2026 |
| Team ID | LTVIP2026TMIDS38235 |
| Project Name | Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau |
| Maximum Marks | 4 Marks |

**Brainstorm & Idea Prioritization Template:**

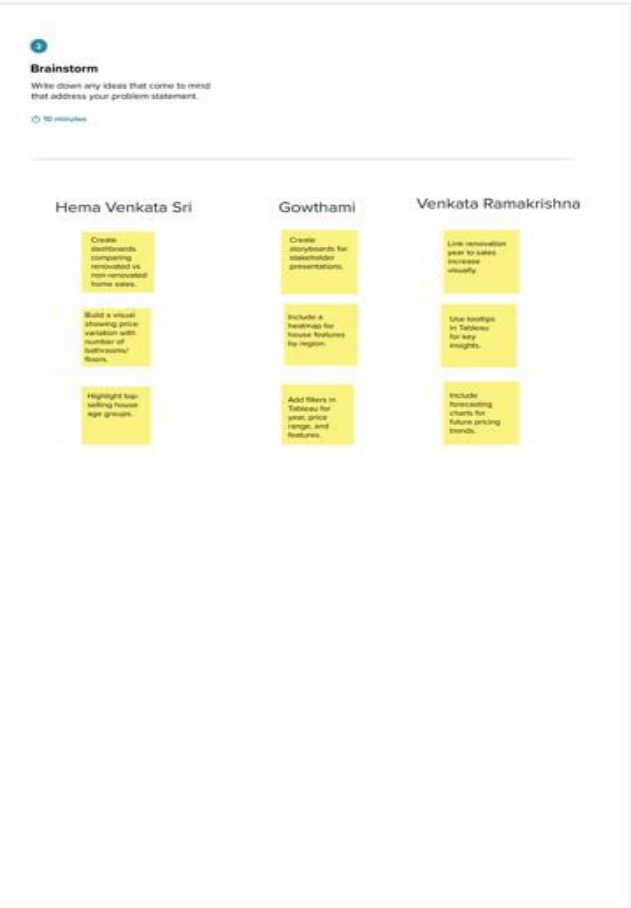
Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

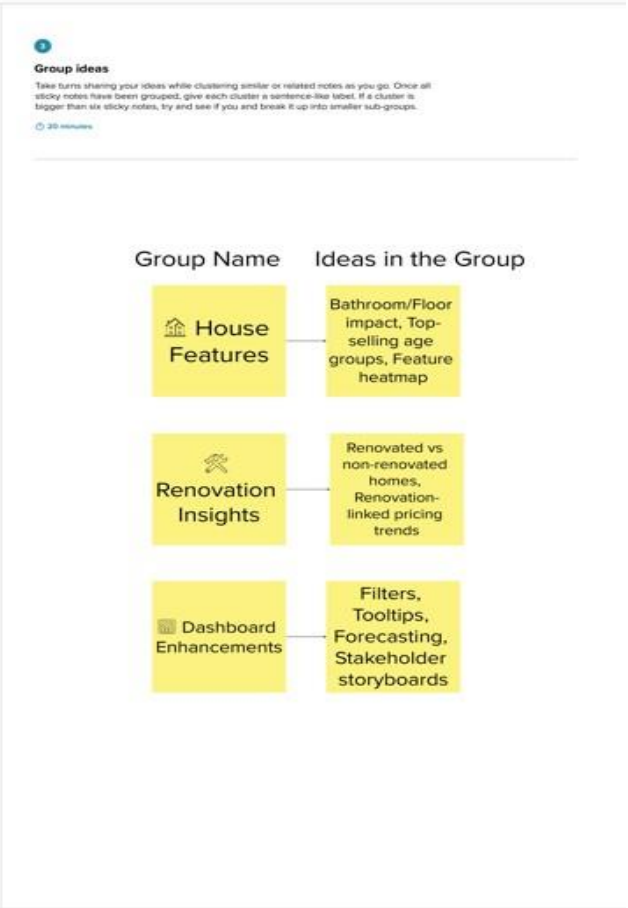
Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

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

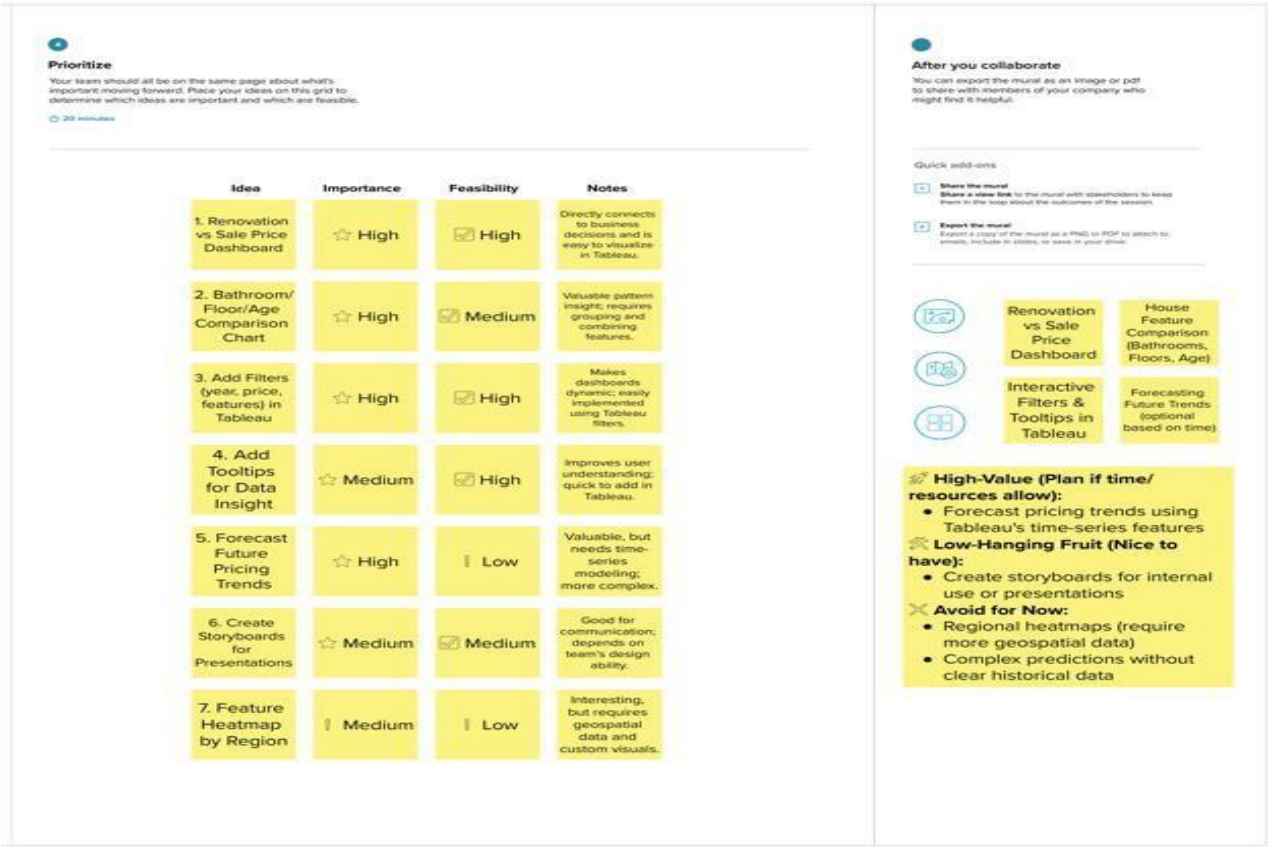


## Step-2: Brainstorm, Idea Listing and Grouping



## 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