

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	
Team ID	
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features Using Tableau
Maximum Marks	4 Marks

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

Before you collaborate

Gather your team and set the stage for a productive brainstorm.

Focus on: What visual features help housing buyers decide?

Time: 15 minutes per step

Define your problem statement

How might we help home buyers and real estate agents explore Ames, Iowa housing market data visually so they can make informed, data-driven property decisions?

Team gathering & Problem selected by consensus

Problem Selected	Visual Approach	Skills Needed	Next Action Items
Price trend analysis	Afford interactive maps	Scatter plot vs price	Dashboard design needed
Neighborhood comparisons	Bar/box charts per quality	Forecast line chart	Filter panel for user
Feature correlation	Heatmap beds x baths	KPI cards for metrics	Story board design

Problem Statement Selected:

"Home buyers, real estate agents, and urban planners need an interactive visual tool to explore the Ames, Iowa housing dataset (1,460 properties) because the raw CSV format makes it difficult to compare neighborhoods, analyse price trends, and make informed property purchase decisions."

Step-2: Brainstorm, Idea Listing and Grouping

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Write down all ideas on sticky notes. Then group similar ideas into themes.

Price heatmap by neighborhood	Scatter: area vs sale price	Filter by bedroom count	Bar chart overall quality	Group 1: Visualization Ideas
Forecast line chart by year	Box plot price outliers	KPI card: avg price	Map: price by zip code	Tree map for country/region Pie charts for categories Map by price & location Interactive dashboard
Pie chart property types	Filter by price band	Year built trend chart	Correlation: garage vs price	Group 2: Analysis Goals
				Neighbourhood price trends Feature-price correlation Forecast future prices
				Group 3: Dashboard Features
				Add filter by quality (1-10) Price band filter KPI summary cards Export/share charts

After brainstorming, we clustered sticky notes into 3 main themes:
 ☐ Visualization Ideas: how to represent housing data: heatmaps, scatter plots, bar charts, forecast lines.
 ☐ Analysis Goals: insights: neighbourhood comparisons, feature-price correlation, year-over-year trends.
 ☐ Dashboard Features: interactivity: filters (price band, bedroom, quality), KPI cards, export capability.
 These groupings guided the next step of idea prioritization.

Step-3: Idea Prioritization

