

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	14 FEB 2026
Team ID	LTVIP2026TMIDS47436
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

a Team gathering

No team members – this is a solo project. Pre-research will be done using online datasets and Tableau.

b Set the goal

The goal is to analyze real estate data to uncover how features like location, square footage, and year built affect house sale prices.

c Learn how to use the facilitation tools

I will use Tableau to build dashboards and visualize trends.

[Open article](#) →

Define your problem statement

Understanding housing market trends is challenging due to the volume and complexity of real estate data. This problem statement is based on the following factors: location, square footage, number of bedrooms, and year built – influence sale prices. Using Tableau, we will develop interactive dashboards and charts to visualize key patterns, trends, and anomalies.

⌚ 5 minutes



Key rules of brainstorming

Before this is a solo project, we look at brainstorming rules:

- 💡 Stay in topic.
- 💡 Encourage wild ideas.
- 💡 Defend judgment.
- 💡 Document insights.
- 💡 Go for volume.
- 💡 If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm

Write down any ideas that come to mind that could address the problem statement:

⌚ 10 minutes

TIP
You can either draw or type, and this is your chance to start drawing!

Idea 1

- Use Zillow or Kaggle's real estate datasets
- Include features: location, size, year built, # of bedrooms
- Clean data using Excel or Python if needed

Idea 2

- Create a heatmap of average sale prices by location
- Use scatter plot for square footage vs. price
- Map view to show regional trends

Idea 4

- Top section: KPIs (Avg. price, total listings)
- Middle: interactive map & filters
- Bottom: trend line + scatter chart side by side

Idea 3

- Add filter for year built, # of bedrooms
- Faceted selection by city or ZIP code
- Add tooltip to show detailed info on hover

Idea 5

- High/low anomalies or surprising facets
- Suggest highlights for buyers/sellers/investors
- Create infographics: Story points to walk through analysis

3 Group ideas

Organize similar ideas into clear groups such as data sources, key features, visualizations, and dashboard design. Label each group with a short phrase describing its focus. If a group has too many ideas, split it into smaller, more specific categories for better clarity.

⌚ 20 minutes

Data Preparation

- Use Zillow/Kaggle datasets
- Clean data using Excel/Python. Handle missing values

Key Features to Analyze

- Square footage, Bedrooms, bathrooms, Year built, Location/ZIP code

Visualization Techniques

- Map view of prices - Scatter plot (sq ft vs. price) - Trend line (over years)

Dashboard Design

- Top KPIs section - Filters for year, bedrooms, # of listings - Tooltip interactivity

Insights & Outcomes

- Compare old vs new homes - Highlight anomalies - Investment recommendations

TIP
Add to one main category or keep them separate if they're very different. If they're related, consider creating a subcategory under one main category.

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

Participants can use their cursor to point at where sticky notes should go on the grid. The facilitator can control the cursor using the laser pointer holding the H key on the keyboard.

