

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	PNT2025TMID09511
Project Name	Visualizing Housing Market Trends
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
3-5 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
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

Learn how to use the facilitation tools
Use the Facilitation Superpower to run a happy and productive session.
Open article

Define your problem statement
What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.
5 minutes

How might we (your problem statement)?

Key rules of brainstorming
To run an smooth and productive session

- Stay on topic
- Encourage wild ideas
- Defer judgment
- Listen to others
- Go for volume
- If possible, be visual

Step-2: Brainstorm, Idea Listing and Grouping

Part 1

2

Brainstorm

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

🕒 10 minutes

TIP

You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

Purva

Map housing affordability across regions with geo-interactive visuals

Break down sales trends by property type and year for historical context

Use heatmaps to spotlight pricing hot zones and cold spots

Showcase key correlations like size vs. price to uncover hidden patterns

Shubham

Implement intuitive filters for deep-dive customization

Build a timeline slider to visualize market evolution

Integrate predictive charts that hint at tomorrow's pricing landscape

Surface breakout zones with major growth or decline trajectories

Lavanya

Summarize market health through dynamic KPIs (average, median, volume)

Use clustering to uncover natural groupings in housing behaviors

Present city-by-city comparisons with compact trend visuals

Enrich charts with contextual tooltips (e.g. school quality, amenities)

Pranjal

Enrich charts with contextual tooltips (e.g. school quality, amenities)

Empower users to export polished visuals for reports

Add histograms to explain distribution across price points

Build a guided overlay to help users navigate and interpret insights

Part 2-

3

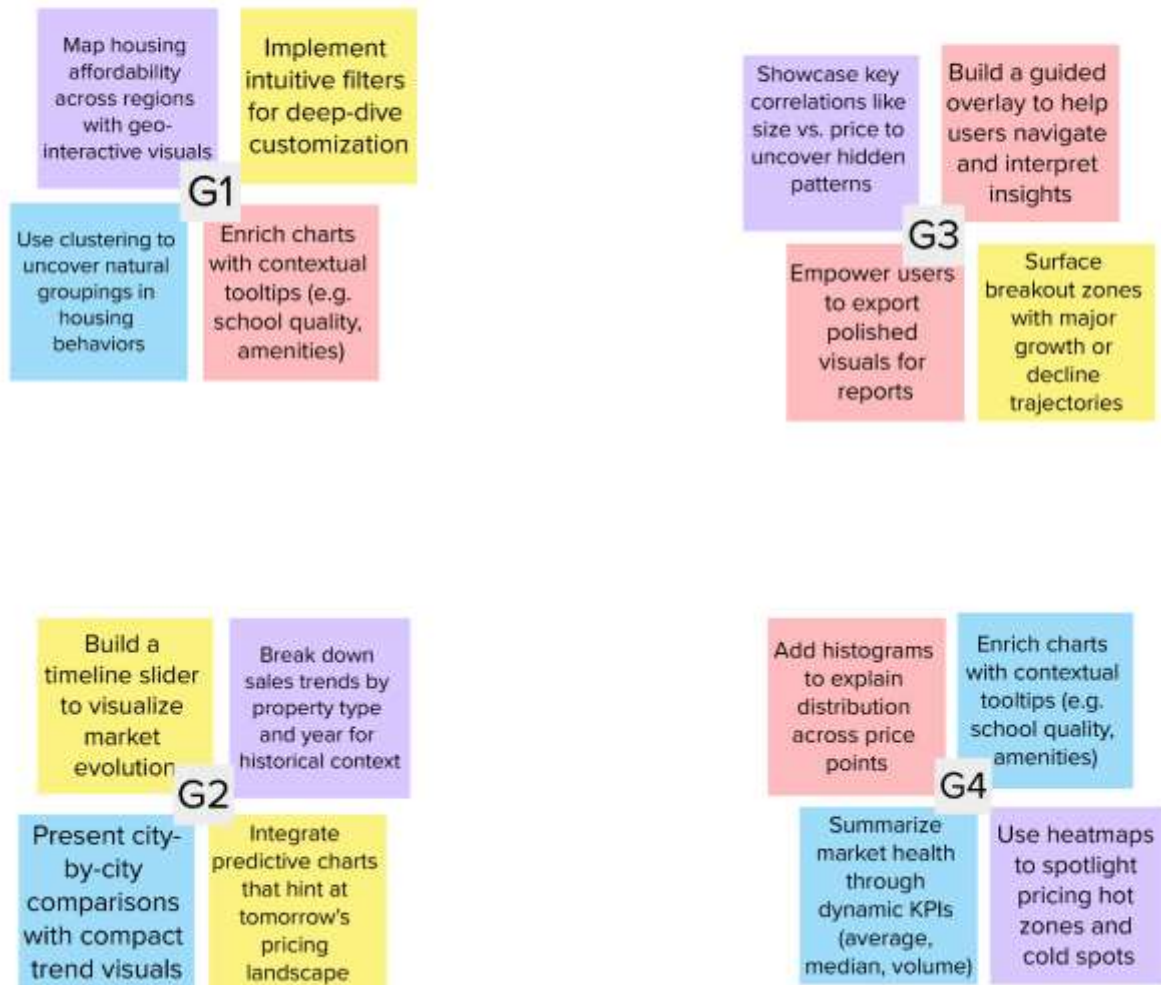
Group ideas

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

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.



Step-3: Idea Prioritization

