

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	26 June 2025
Team ID	LTVIP2025TMID50072
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

Template



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
Real estate analysts, marketing teams, and company executives. Share housing dataset and project objectives beforehand.

B

Set the goal
Focus on identifying key factors that influence house prices and sales trends to improve ABC Company's market competitiveness.

C

Learn how to use the facilitation tools
Master Tableau visualization techniques and data analysis methods for housing market insights.

[Open article](#) →

1


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

PROBLEM

How might we analyze housing data patterns to optimize pricing strategies and enhance ABC Company's understanding of market dynamics?



Key rules of brainstorming

To run a smooth and productive session

Stay in topic.

Encourage wild ideas.

Defer judgment.

Listen to others.

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 address your problem statement.

🕒 10 minutes

TIP
You can select a sticky note and not the pencil (switch to select) icon to start drawing!

Person 1

- Create comprehensive data cleaning and validation procedures
- Develop interactive Tableau dashboard with filtering capabilities
- Build histogram visualization for sales by years since renovation
- Design pie chart for house age distribution by renovation status
- Construct grouped bar charts for property features analysis
- Establish baseline metrics and summary statistics

Person 2

- Conduct market trend analysis and pattern identification
- Prepare executive summary reports with key findings
- Create stakeholder-specific presentation materials
- Develop pricing strategy recommendations
- Analyze renovation ROI patterns and optimal timing
- Research competitor market positioning
- Prepare implementation roadmap and timeline

3

Group ideas

Data Preparation & Quality Management
Visualization Development
Market Analysis & Insights
Business Strategy & Recommendations
Stakeholder Communication & Implementation

🕒 20 minutes

TIP
Add color-coded tags to sticky notes to make it easier to find, remove, organize, and categorize important ideas as they arise within your mural.

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

TIP

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

