

Ideation Phase

Brainstorm & Idea Prioritization Template

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

<div data-bbox="279 828 438 896"></div> <h2 data-bbox="284 936 555 981">Brainstorm & idea prioritization</h2> <p data-bbox="284 996 542 1064">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.</p> <div data-bbox="284 1079 414 1115"><p>🕒 10 minutes to prepare</p><p>🕒 1 hour to collaborate</p><p>👤 3 People Recommended</p></div>	<div data-bbox="635 828 654 851">1</div> <h3 data-bbox="635 851 805 869">Before you collaborate</h3> <p data-bbox="635 869 858 907">A little bit of preparation goes a long way with this session. Here's what you need to do to get going.</p> <p data-bbox="635 900 702 913">🕒 10 minutes</p> <div data-bbox="635 963 906 1079"><div data-bbox="635 963 654 985">➤</div><p data-bbox="662 963 734 981">Team gathering</p><p data-bbox="662 981 906 996">Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.</p><div data-bbox="635 1008 654 1030">➤</div><p data-bbox="662 1008 718 1025">Set the goal</p><p data-bbox="662 1025 906 1041">Think about the problem you'll be focusing on solving in the brainstorming session.</p><div data-bbox="635 1052 654 1075">➤</div><p data-bbox="662 1052 885 1079">Learn how to use the facilitation tools</p><p data-bbox="662 1079 885 1086">Use the Facilitation Superpowers to run a happy and productive session.</p></div>	<div data-bbox="1037 828 1056 851">2</div> <h3 data-bbox="1037 851 1268 869">Define your problem statement</h3> <p data-bbox="1037 869 1332 907">What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.</p> <p data-bbox="1037 900 1104 913">🕒 5 minutes</p> <div data-bbox="1125 958 1284 1025"><p data-bbox="1181 967 1220 981">PROBLEM</p><p data-bbox="1133 981 1332 1025">As a non-native speaker, I struggle to present meaningful trends and insights from customer data, making my presentations less convincing and less impactful.</p></div> <div data-bbox="1061 1093 1340 1227"><div data-bbox="1173 1093 1220 1131"></div><h3 data-bbox="1125 1124 1284 1142">Key rules of brainstorming</h3><p data-bbox="1125 1142 1284 1153">To run a smooth and productive session:</p><div data-bbox="1077 1160 1324 1214"><div data-bbox="1077 1160 1109 1182">🗣️</div><p data-bbox="1109 1160 1173 1176">Stay on topic.</p><div data-bbox="1189 1160 1220 1182">💡</div><p data-bbox="1220 1160 1316 1176">Encourage wild ideas.</p><div data-bbox="1077 1182 1109 1205">👂</div><p data-bbox="1109 1182 1181 1198">Better judgement.</p><div data-bbox="1189 1182 1220 1205">👂</div><p data-bbox="1220 1182 1292 1198">Listen to others.</p><div data-bbox="1077 1205 1109 1227">🗣️</div><p data-bbox="1109 1205 1181 1220">Go for volume.</p><div data-bbox="1189 1205 1220 1227">🗣️</div><p data-bbox="1220 1205 1316 1220">If possible, be visual.</p></div></div>
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Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm

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

10 minutes

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

Hema Venkata Sri

Create dashboards comparing renovated vs non-renovated home sales.

Build a visual showing price variation with number of bathrooms/floors.

Highlight top-selling house age groups.

Gowthami

Create storyboards for stakeholder presentations.

Include a heatmap for house features by region.

Add filters in Tableau for year, price range, and features.

Venkata Ramakrishna

Link renovation year to sales increase visually.

Use tooltips in Tableau for key insights.

Include forecasting charts for future pricing trends.

Group Name

Ideas in the Group

House Features

Bathroom/Floor impact, Top-selling age groups, Feature heatmap

Renovation Insights

Renovated vs non-renovated homes, Renovation-linked pricing trends

Dashboard Enhancements

Filters, Tooltips, Forecasting, Stakeholder storyboards

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

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