

Ideation Phase

Brainstorm & Idea Prioritization

Date	11 February 2026
Team ID	LTVIP2026TMIDS74568
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	4 Marks

Brainstorm & 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.

🕒 90 minutes to prepare
🕒 1 hour to collaborate
👤 4 team members

1 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

2 Define your problem statement

Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau

🕒 5 minutes

Step-2: Brainstorm, Idea Listing and Grouping

1. Brainstorm

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

⌚ 10 minutes

2. 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 idea 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

C. Get Data

Analyze the document and calculate the average sales and get an understanding of the patient.

D. Visual Summary

Analyze the dataset and see the effect of different features like no.of bathrooms, location, etc. on house prices over the years.

E. Analyse

Based on the dataset get an idea on distribution of House Age by Renovation Status

F. Compare

Compare the house prices over the years and predict the pattern.

1. Clean and preprocess the downloaded dataset

2. Create some visualizations so that the customers can easily understand the underlying patterns.

3. Story telling and recommendations:
Create tableau story with dashboards for each scenario and give some strategic recommendations based on trends.

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. Then they can confirm the spot by using the **H key** on the keyboard.

Importance
If each of these tasks could get done in the same difficulty or cost, which would have the most positive impact?

Feasibility
Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)