

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	LTVIP2025TMID48638
Project Name	visualizing housing market trends: an analysis of sale
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

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**A Team gathering**  
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.


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

**C Learn how to use the facilitation tools**  
Use the Facilitation Superpowers to run a happy and productive session.

[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







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**PROBLEM**

How might we [your problem statement]?

**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

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### 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 icon to edit it.

Person 1	Person 2	Person 3
Interactive heat maps of price trends by city/locality	Time-lapse visualization of property price changes	Filters by property type, price range, and location
Predictive trends using historical sales data	Integration with interest rate/economic indicators	Comparison dashboard for neighborhoods
Mobile-friendly version for on-the-go access	Tooltip explanations of complex data points	Alerts/notifications for specific market movement

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### 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 custom labels to sticky notes to make it easier to find, browse, organize, and categorize important ideas as they come to mind.

Alerts/notifications for specific market movements	User-uploaded data overlay feature	Interactive heat maps of price trends by city/locality
Time-lapse visualization of property price changes	Filters by property type, price range, and location	Predictive trends using historical sales data
Integration with interest rate/economic indicators	Comparison dashboard for neighborhoods	Mobile-friendly version for on-the-go access

## Step-3: Idea Prioritization

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### 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 names to point to where sticky notes should go on the grid. The facilitator can confirm the spot by using the name pointer tooling that is on the keyboard.

