Ideation Phase
Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	PNT2025TMID09489
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.
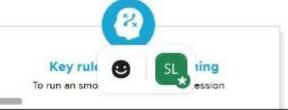
Define your problem statement

1

ABC Company struggles to clearly understand the key factors that influence house sale prices and trends — such as the impact of renovations, house age, and property features — making it difficult to make data-driven pricing and marketing decisions.
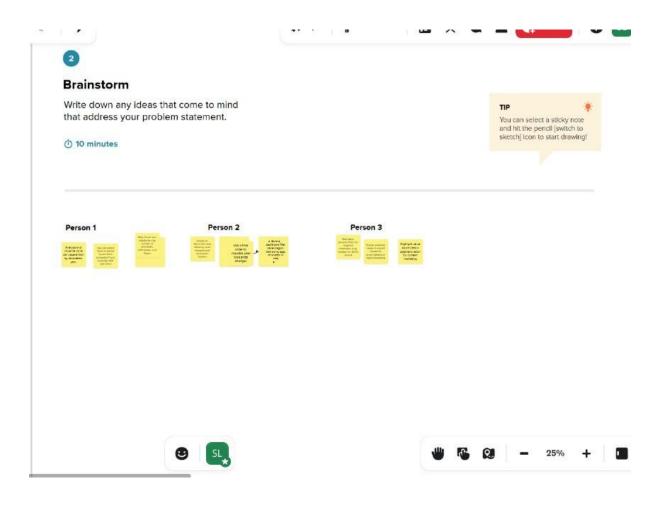
🕐 5 minutes

PROBLEM

How might we use Tableau to visualize housing market trends in a way that reveals the impact of renovations, house age, and property features on sale prices — helping ABC Company make smarter, data-driven decisions?

Key rule   ing

To run an smo   ession

Idea Listing and Grouping

Brainstorm

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

⏱ 10 minutes

Person 1

Person 2

Person 3

25% +

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

♡

Importance

If each of these
tasks could get
done without any
difficulty or cost,
which would have
the most positive
impact?

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.

⚑

Feasibility

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