

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	16 Feb 2026
Team ID	LTVIP2026TMIDS37718
Project Name	Visualization Housing Market Trends
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

The screenshot shows the 'Brainstorm & Idea Prioritization' template from Mural. The interface is divided into several sections:

- Template Sidebar:** On the left, there's a vertical sidebar with a blue header labeled 'Template'. It features a lightbulb icon and the title 'Brainstorm & idea prioritization'.
- Preparation Phase:** This section includes:
  - A large icon of a lightbulb with wavy lines.
  - The title 'Brainstorm & idea prioritization'.
  - A sub-instruction: '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.'
  - Preparation time: '10 minutes to prepare'.
  - Collaboration time: '1 hour to collaborate'.
  - Participants: '2-8 people recommended'.
- Before you collaborate:** A section with a lightbulb icon and the title 'Before you collaborate'. It contains:
  - A brief note: 'A little bit of preparation goes a long way with this session. Here's what you need to do to get going.'
  - A timer icon: '10 minutes'.
- Define your problem statement:** A section with a lightbulb icon and the title 'Define your problem statement'. It contains:
  - A note: 'What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.'
  - A timer icon: '5 minutes'.
- Key rules of brainstorming:** A section with a lightbulb icon and the title 'Key rules of brainstorming'. It contains:
  - A note: 'To run an smooth and productive session'
  - Rules:
    - Stay in topic.
    - Encourage wild ideas.
    - Listen to others.
    - Go for volume.
    - If possible, be visual.
- Bottom Navigation:** Includes a 'Need some inspiration?' section with a grid of icons and a 'Open template' button, and a dark footer area.

## Step-2: Brainstorm, Idea Listing and Grouping

**2 Brainstorm**

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

⌚ 10 minutes

Person 5 Person 6 Person 7 Person 8

**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 break it up into smaller sub-groups.

⌚ 20 minutes

Market Analysis

- Analyze house prices
- Renovation impact
- House age distribution

Dashboard Design

- KPI overview dashboard
- Interactive charts
- Filters & comparisons

Technology & Integration

- Tableau dashboards
- Flask integration
- HTML & CSS website

## Step-3: Idea Prioritization

**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-like label. If a cluster is bigger than six sticky notes, try and break it up into smaller sub-groups.

⌚ 20 minutes

Market Analysis

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**3 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 most important and which are feasible.

⌚ 20 minutes

Importance

Feasibility

Legend:

- High priority, High feasibility
- High priority, Low feasibility
- Low priority, High feasibility
- Low priority, Low feasibility

Tip: Prioritize ideas that align with your mission and vision. The goal is to identify the most impactful ideas that align with the mission and vision.