

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

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.

🕒 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

1 Team gathering

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

2 Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

3 Learn how to use the facilitation tools

Use the Facilitator Superpowers to run a happy and productive session.

Open article →

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

PROBLEM

How might we analyze and visualize housing market data so that users can easily understand price trends, renovation impact, and property features to support better decision-making?

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Key rules of brainstorming

To run an smooth and productive session

1 Stay on topic


2 Encourage wild ideas

3 Defer judgment

4 Listen to others

5 Go for volume

6 If possible, be visual



Need some inspiration?

Here is a hand-drawn version of this template for inspiration. Download print view.

Open example →

Step-2: Brainstorm, Idea Listing and Grouping

3 Brainstorm

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

10 minutes

TIP You can select a sticky note and be the first to launch to create a new note to start drawing!

Jayasurya

- House price analysis
- Renovation impact
- House age distribution

Srihari

- House price analysis
- Renovation impact
- House age distribution

Padmavathi

- House price analysis
- Renovation impact
- House age distribution

Sowmya

- House price analysis
- Renovation impact
- House age distribution

Person 5

- House price analysis
- Renovation impact
- House age distribution

Person 6

- House price analysis
- Renovation impact
- House age distribution

Person 7

- House price analysis
- Renovation impact
- House age distribution

Person 8

- House price analysis
- Renovation impact
- House age distribution

4 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 Ask each person to sign to sticky notes to make it easier to move, organize and integrate relevant ideas on them as you work.

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

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5 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 Think of your ideas as points on a graph. The more important the idea, the higher it is on the graph. The more feasible the idea, the further to the right it is on the graph.