

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	PNT2025TMID08397
Project Name	Housing Price Analysis & Prediction
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.

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



Team gathering

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



Set the goal

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



Learn how to use the facilitation tools

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

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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

example

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 (switch to sketch) icon to start drawing!

Zip-Code Heat Map: Show sale-price intensity by ZIP code on a map.

Predictive Trend Lines: Overlay forecasted price trends on the Avg. Sale Price chart.

"What-If" Slider: Let users adjust the % of renovated homes to see projected revenue impact.

Dynamic Tooltips: On hover, display city-vs-regional comparisons (e.g., Avg. Price, Count).

Advanced Filter Pane: Expose easy toggles for Water-View, House Condition, and Bedrooms.

Sparkline Header: Tiny inline trend sparkline in the dashboard header for quick glance at Month-over-Month.

Chart Togggle: Allow switching between bar charts and box-and-whisker plots for price distribution.

Mobile Responsive Layout: Simplify containers for tablet and phone viewing.

Download Buttons: One-click export of each worksheet (CSV, PDF).

Automated Alerts: Trigger a "High-Risk" flag if prices drop > 5% M/M.

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 see if you can break it up into smaller sub-groups.

🕒 20 minutes

TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as names within your mural.

Geospatial Insights
• Zip-Code Heat Map
• Mobile-Responsive Layout

Forecasting & Alerts
• Predictive Trend Lines
• "What-If" Slider
• Automated Alerts

Interactive Exploration
• Dynamic Tooltips
• Chart Togggle
• Advanced Filter Pane

User Efficiency
• Sparkline Header
• Download Buttons

Step-3: Idea Prioritization

