

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	16 Feb 2026
Team ID	LTVIP2026TMIDS75520
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 a template for a Brainstorm & Idea Prioritization session. The interface is divided into several sections:

- Template Sidebar:** On the left, there's a vertical sidebar labeled "Template".
- Header:** At the top left is a lightbulb icon with wavy lines, followed by the title "Brainstorm & idea prioritization". Below the title is a brief description: "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." It also lists preparation time: "10 minutes to prepare", "1 hour to collaborate", and "2-8 people recommended".
- Before you collaborate:** This section contains a sub-section titled "Before you collaborate" with a timer icon and the text "A little bit of preparation goes a long way with this session. Here's what you need to do to get going." It includes a "10 minutes" timer icon.
- Team gathering:** This section includes a "Team gathering" sub-section with a timer icon and the text "Define who should participate in the session and send an invite. Share relevant information or pre-work ahead." It includes a "5 minutes" timer icon.
- Set the goal:** This section includes a "Set the goal" sub-section with a timer icon and the text "Think about the problem you'll be focusing on solving in the brainstorming session." It includes a "5 minutes" timer icon.
- Learn how to use the facilitation tools:** This section includes a "Learn how to use the facilitation tools" sub-section with a timer icon and the text "Use the Facilitation Superpowers to run a happy and productive session." It includes a "5 minutes" timer icon.
- Define your problem statement:** This section is titled "Define your problem statement" with a timer icon and the text "What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm." It includes a "5 minutes" timer icon.
- PROBLEM:** A yellow box titled "PROBLEM" contains the text "How might we analyze and visualize housing market data so that others can easily understand price trends, renovation impact, and property features to support better decision-making?"
- Key rules of brainstorming:** A box titled "Key rules of brainstorming" with the sub-text "To run an smooth and productive session" lists six rules:
  - Stay in topic.
  - Defer judgment.
  - Go for volume.
  - Encourage wild ideas.
  - Listen to others.
  - If possible, be visual.
- Need some inspiration?**: A small box at the bottom left with the text "See a standard version of this template for feedback prior work." and a "Open example" button.

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

**2 Brainstorm**

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

⌚ 10 minutes

**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

**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

**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

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**5 Prioritize**

Your team should all be on the same page about what's important (priorities) and what's not (non-priorities). Place your ideas on this grid to determine which ideas are important and which are non-priority.

⌚ 20 minutes