

# Ideation Phase


## Brainstorm & Idea Prioritization Template

Date	17 February 2026
Team ID	LTVIP2026TMIDS80881
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization
Maximum Marks	4 Marks

### Brainstorm & Idea Prioritization Template:

#### 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
- 👤 4 team members

●

### 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

A

#### Team gathering

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

B

#### Set the goal

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

C

#### Select the problem statement

Analyse the assigned problem statement thoroughly.

1

### Define your problem statement

Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau.

⌚ 5 minutes

PROBLEM

How might we Visualize Housing Market Trends: An Analysis of Sale Prices and Features using Tableau?

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

### 2 Brainstorm

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

10 minutes

**TIP**  
You can select a sticky note and fill the space (arrow) to quickly join to start drawing.

**G. Sai Babu**

Analyze the document and calculate the average sales and get an understanding of the pattern.

**Ch. Veda Samithra**

Analyse the dataset and see the effect of different features like no. of bathrooms, bedrooms on the house prices over the years.

**Ch. Angel**

Based on the dataset get an idea on distribution of House Age by Renovation Status

**D. Ranganayakulu**

Compare the house prices over the years and predict the pattern.

### 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, organize, organize, and categorize important ideas as themes within your mural.

**1. Clean and preprocess the downloaded dataset**

**2. Create some visualizations so that the customers can easily understand the underlying patterns.**

**3. Story telling and recommendations: Create tableau story with dashboards for each scenario and give some strategic recommendations based on trends.**

## 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

**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 **H** key on the keyboard.

**1. Clean and preprocess the downloaded dataset**

**2. Create some visualizations so that the customers can easily understand the underlying patterns.**

**3. Story telling and recommendations: Create tableau story with dashboards for each scenario and give some strategic recommendations based on trends.**

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

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