Ideation Phase
Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	LTVIP2026TMIDS66459
Project Name	Visualizing 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

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!

Yasmin
- Analyze house prices by location
- Compare old vs new house plans
- Best cheapest areas to buy houses

Fayaz
- Analyze effect of house size on price
- Compare apartments vs independent houses
- Study number of rooms vs cost

Yaswanth
- Visualize data using charts and graphs
- Create dashboards in Tableau
- Show price distribution

Yuvraj
- Predict house prices using models
- Identify best investment areas
- Analyze demand vs supply

Person 5

Person 6

Person 7

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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 and 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 themes within your mural.

Data Preparation
- Remove missing values
- Handle duplicate records
- Format date and price fields
- Normalize numerical data

Location Analysis
- Compare prices by city
- Study neighborhood trends
- Identify high-demand areas
- Map nearby facilities

Performance Evaluation
- Measure model accuracy
- Compare prediction results
- Validate data reliability
- Test dashboard usability

Step-3: Idea Prioritization

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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 lower partner holding the M key on the keyboard.

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

- Dashboard Creation Basic Visualization
- Data Preparation Location Analysis
- Price Prediction Advanced Analysis

Feasibility
Regardless of their importance, which tasks are more feasible than not? (Cost, time, effort, complexity, etc.)

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

Share the mural
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

Export the mural
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

Strategy blueprint
Define the components of a new idea or strategy.
Open the template →

Customer experience journey map
Understand customer needs, motivations, and obstacles for an experience.
Open the template →

Strengths, weaknesses, opportunities & threats
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
Open the template →