

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	9 th February 2026
Team ID	LTVIP2026TMIDS75294
Project Name	Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites
Maximum Marks	4 Marks

Step-1: Team Gathering, Collaboration and Select the Problem Statement

The screenshot displays the 'Brainstorm & Idea Prioritization Template' interface across three main sections:

- Brainstorm & idea prioritization:** This section includes a lightbulb icon, a brief description encouraging preparation, and a summary of session times: 10 minutes to prepare, 1 hour to collaborate, and 2-8 people recommended.
- Before you collaborate:** This section provides instructions for team gathering, setting the goal, and learning facilitation tools. It also features a 'PROBLEM' box with a specific example: "How might we analyze and prioritize existing world heritage sites to understand destination risk and trends in cultural preservation using Tableau?"
- Define your problem statement:** This section includes a brief description, a timer indicating 5 minutes, and a 'Key rules of brainstorming' box listing six guidelines: Stay in topic, Encourage wild ideas, Defer judgment, Listen to others, Go for volume, and 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 hit the pencil [switch to sketch] icon to start drawing!

anjana

The current raw dataset format limits trend identification, regional comparison, and risk assessment, reducing its usefulness for data-driven decision-making.

Despite the extensive data available from UNESCO, the lack of intuitive visual exploration tools makes it difficult to identify inscription trends, regional disparities, and sites at risk. Without interactive dashboards, stakeholders cannot efficiently derive actionable insights from the data.

ramesh

The absence of interactive data visualization for UNESCO World Heritage Sites restricts policymakers and conservation bodies from identifying high-risk regions, monitoring inscription growth, and allocating preservation resources effectively.

While UNESCO provides comprehensive heritage site data, its tabular format poses challenges for comparative analysis, temporal trend evaluation, and geographic distribution assessment. A visual analytics approach is necessary to transform complex datasets into meaningful research insights.

jithendra

There is a gap between the availability of UNESCO World Heritage Site data and stakeholders' ability to interpret it effectively. Raw datasets do not provide clear insights into regional growth, risk exposure, or country-level distribution, highlighting the need for an interactive Tableau-based analytical dashboard.

Although UNESCO maintains a global database of heritage sites, the absence of dynamic visualization tools limits stakeholders' ability to detect historical trends, regional inequalities, and endangered site concentrations. This creates a barrier to informed conservation planning and strategic heritage management.



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 descriptive tags to each note to make it easier to find, organize, and categorize important themes in your mural.



Group Visualizations

Tree map
for country-
wise site
countPie chart for
endangered
vs safe sitesList
of most
important
sites

Cr6,p2 : Analysis goals

Complete
heritage
trends across
decadesTop locations
with most
UNESCO sites

Cr6,p3: Dashboard and Features

Add filters to
choose
regions/sitesList
available
filters by

After brainstorming, we clustered our sticky notes into 3 main themes:

- **Visualization Ideas** – focused on how to represent the heritage data using charts like tree maps, pie charts, and geo maps.
- **Analysis Goals** – focused on insights such as endangered sites, most active regions, and trends over time.
- **Dashboard Features** – ideas that improve user interaction such as filters, tooltips, and interactivity.

These groupings helped us prepare for the next step of idea prioritization.

Step-3: Idea Prioritization

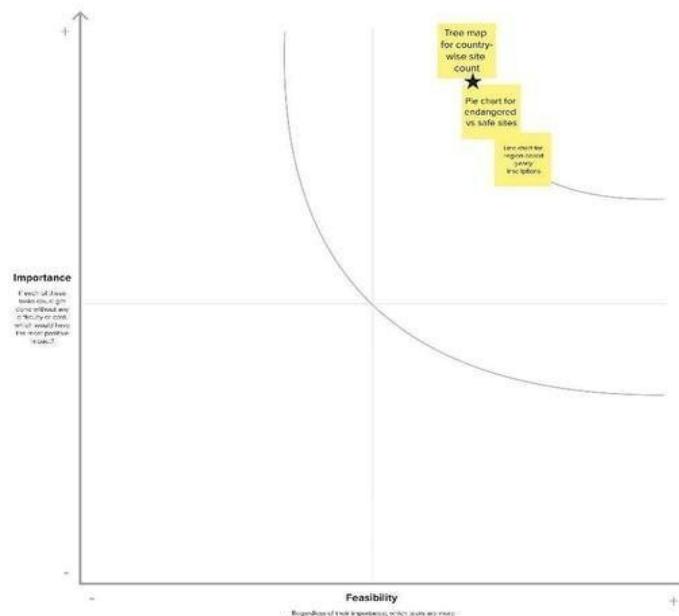
4

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
Partners can use their phones to point at the sticky notes and tap on the grid. The tap location corresponds to the key on the keyboard.



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 outcome 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 →](#)