Ideation Phase
Brainstorm & Idea Prioritization Template

Date	9th 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

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

⏱ 10 minutes

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.

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

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.

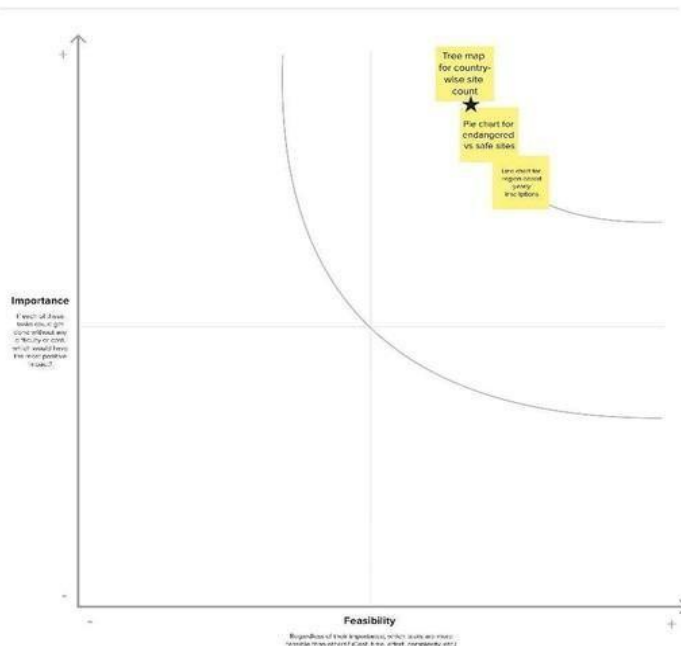## Step-3: Idea Prioritization

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

Importance

Feasibility

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 →