

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	9 <sup>th</sup> January 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

**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

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

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

**Learn how to use the facilitation tools**  
Use the Facilitation Superpowers to run a happy and productive session.

⌚ 10 minutes to prepare  
⌚ 1 hour to collaborate  
👥 2-8 people recommended

**Define your problem statement**

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

⌚ 5 minutes

**PROBLEM**

How might we analyze and visualize shared knowledge and expertise in a geographically distributed team, and create a cultural preservation strategy?

**Key rules of brainstorming**

To run an 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 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 break it up into smaller sub-groups.

20 minutes

**TIP**  
Add descriptive tags to sticky notes to filter them by theme, location, and category before viewing them later.



Tree map  
for country-  
wise site  
count

Pie chart for  
endangered  
vs safe sites

Geo chart for  
percentage  
of regions

Group 1: Analysis goals

Compare  
heritage  
sites across  
decades

Top countries  
with most  
UNESCO sites

Group 2: Dashboard and Features

Dashboard for  
most active  
regions with  
sites

Geo chart  
for  
percentage  
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**  
Participate in one Brainstorming session per day. You can move ideas around the grid. Then, take one step at a time using the 'Move' button below the M 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 outcomes of the session.

**Export the mural**  
Export a copy of the mural as a PNG or PDF to attach to emails, include in decks, or save in your files.

#### 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**  
Analyze strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.  
[Open the template →](#)

