Ideation Phase
Brainstorm & Idea Prioritization Template

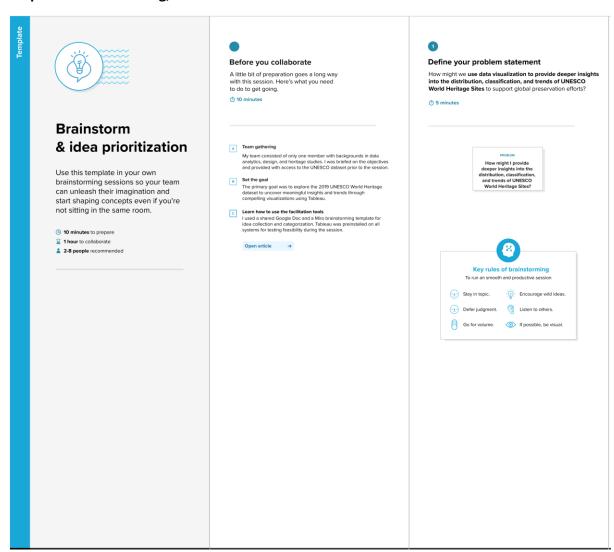| Date	28 June 2025
Team ID	LTVIP2025TMID50324
Project Name	Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites in Tableau
Maximum Marks	4 Marks

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.
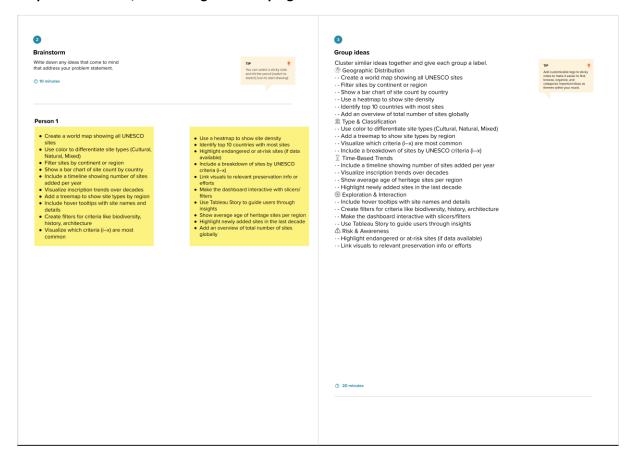
Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

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

Person 1

- Create a world map showing all UNESCO sites
- Use color to differentiate site types (Cultural, Natural, Mixed)
- Filter sites by continent or region
- Show a bar chart of site count by country
- Include a timeline showing number of sites added per year
- Visualize inscription trends over decades
- Add a treemap to show site types by region
- Include hover tooltips with site names and details
- Create filters for criteria like biodiversity, history, architecture
- Visualize which criteria (i–x) are most common

- Use a heatmap to show site density
- Identify top 10 countries with most sites
- Highlight endangered or at-risk sites (if data available)
- Include a breakdown of sites by UNESCO criteria (i–x)
- Link visuals to relevant preservation info or efforts
- Make the dashboard interactive with slicers/filters
- Use Tableau Story to guide users through insights
- Show average age of heritage sites per region
- Highlight newly added sites in the last decade
- Add an overview of total number of sites globally

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Group ideas

Cluster similar ideas together and give each group a label.

◎ Geographic Distribution
· - Create a world map showing all UNESCO sites
· - Filter sites by continent or region
· - Show a bar chart of site count by country
· - Use a heatmap to show site density
· - Identify top 10 countries with most sites
· - Add an overview of total number of sites globally

🏛 Type & Classification
· - Use color to differentiate site types (Cultural, Natural, Mixed)
· - Add a treemap to show site types by region
· - Visualize which criteria (i–x) are most common
· - Include a breakdown of sites by UNESCO criteria (i–x)

⧗ Time-Based Trends
· - Include a timeline showing number of sites added per year
· - Visualize inscription trends over decades
· - Show average age of heritage sites per region
· - Highlight newly added sites in the last decade

◉ Exploration & Interaction
· - Include hover tooltips with site names and details
· - Create filters for criteria like biodiversity, history, architecture
· - Make the dashboard interactive with slicers/filters
· - Use Tableau Story to guide users through insights

⚠ Risk & Awareness
· - Highlight endangered or at-risk sites (if data available)
· - Link visuals to relevant preservation info or efforts

⏱ 20 minutes

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**

Endangered Site Insights & Criteria Analysis Visualizing endangered sites and performing in-depth analysis based on UNESCO criteria (i–x) is highly valuable for conservation awareness and strategic decision-making. However, this work faces feasibility challenges due to inconsistent data availability, limited metadata detail, and complex parsing needed for UNESCO's criteria classification.

Core Dashboard Visualizations Creating the primary Tableau visualizations — including an interactive world map, bar chart of site count by country, timeline of inscriptions, and site-type distribution — represents the most critical and feasible deliverables. These dashboards offer high strategic value and are technically achievable with standard Tableau features, filters, and design practices.

Importance

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

Linked Conservation Efforts & Dynamic Updates Connecting Tableau visualizations to live conservation programs or dynamically updating data via APIs represents ambitious future-facing enhancements. These ideas offer marginal value for the current project scope and require significant back-end integration, external partnerships, or web-scraping tools — making them low priority for this phase.

Summary Panels & Country Rankings Developing visual summaries such as total site count, top 10 countries, and treemap overviews offers quick wins that are easy to execute. While not deeply analytical, these elements enhance user understanding and provide clean snapshot views for casual audiences.

Feasibility

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