


Ideation Phase

Brainstorm & Idea Prioritization Template

Date	2 july 2025
Team ID	LTVIP2025TMID60926
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



Brainstorm & idea prioritization

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.

🕒 10 minutes to prepare
🕒 1 hour to collaborate
👤 2-8 people recommended

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.

[Open article](#) →

1

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 UNESCO World Heritage Site data to understand distribution, risk, and trends in cultural preservation using Tableau?

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 discuss sticky notes with the group, but they should not be shared outside the group.

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 Ask a facilitator to help to cluster ideas for the cluster for each idea, and then group the ideas. Then, as a group, discuss the ideas.

Group 1: Visualization Ideas

Tree map for country-wise site count

Pie chart for endangered vs safe sites

Line chart for region-wise site count

Line chart for region-wise site count

Group 2: Analysis Goals

Compare heritage vs safe sites

Top countries with most UNESCO sites

Group 3: Dashboard and Features

Add filters to view region-wise data

Use tooltips to view details

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 Participants can use their cursor to point at or move sticky notes around the grid. The facilitator can confirm the spot by using the cursor pointer holding 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 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](#)

Importance

If each of these ideas can be put into action, which one would have the most positive impact?

Feasibility

Regardless of how important an idea is, it should be feasible to implement. (Consider time, cost, complexity, etc.)

Tree map for country-wise site count

Pie chart for endangered vs safe sites

Line chart for region-wise site count