


# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	22 JUNE 2025
Team ID	LTVIP2025TMID51231
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

1

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

2

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

3

**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 distinctive risk, and trends in cultural preservation using Tableau?

Key rules of brainstorming

To run a smooth and productive session

🗨️ Stay in topic.

💡 Encourage wild ideas.

👂 Defer judgement.

👂 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 your group, but only to build on your own thinking.

**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 each sticky note to state what the problem is, the location of the site, the site's status, and the proposed solution. These are helpful when you group ideas.

**Brainstorming ideas:**

- Tree map for country-wide site count
- Pie chart for endangered vs safe sites
- Add regional year filters or dashboard
- Compare heritage trends across decades
- Use legend for map
- Line chart for regional trends
- Line chart for regional trends
- Line chart for regional trends

**Grouping ideas:**

- Group 1: Visualization ideas
  - Tree map for country-wide site count
  - Pie chart for endangered vs safe sites
  - Line chart for regional trends
- Group 2: Analysis goals
  - Compare heritage trends across decades
  - Tap countries with most UNESCO sites
- Group 3: Dashboard and Features
  - Add filters to view by region, year, and site status
  - Use tooltips for map data

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 on the grid. The facilitator can confirm the spot by using the user pointer behind the Mural 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 tasks can't get done without any difficulty or cost, we'd need to find the most pressing task.

**Feasibility**

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

**Tree map for country-wide site count**

**Pie chart for endangered vs safe sites**

**Line chart for regional trends**