

Ideation Phase

Brainstorm & Idea Prioritization Template

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|---------------|---|
| Date | 31 January 2025 |
| Team ID | LTVIP2025TMID49753 |
| Project Name | Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites in Tableau |
| Maximum Marks | 4 Marks |

Brainstorm & Idea Prioritization Template:

Brainstorming Goals

Define what you're trying to solve or explore:

- Identify key patterns in UNESCO World Heritage data
- Highlight top heritage categories, countries, regions, years
- Explore trends (e.g., by inscription year, type, region)
- Visual storytelling in Tableau

Sample Ideas:

- [World Map of Heritage Sites \(by region/country\)](#)
- [Bubble Chart by Country and Site Count](#)
- [Timeline of Site Inscriptions](#)
- [Chart Comparing Cultural vs. Natural Sites](#)
- [Endangered Sites Tracker](#)

| Idea | Priority |
|--|----------|
| <u>World Map</u> | |
| <u>Bubble Chart</u> | |
| <u>Timeline</u> | |
| <u>Endangered Sites</u> | |
| <u>Cultural vs Natural</u> | |

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites

Step 1: Brainstorming Ideas

| Idea ID | Idea Description | Category |
|---------|--------------------------------------|-----------------------|
| I1 | Region-wise distribution of sites | Geography |
| I2 | Top 10 sites by area | Size & Importance |
| I3 | Cultural vs Natural vs Mixed sites | Site Classification |
| I4 | Sites added each year (timeline) | Historical Trends |
| I5 | Number of sites per country | Country Insights |
| I6 | Sites facing danger | Risk Factors |
| I7 | Map with bubble chart for categories | Visual Representation |

Step 2: Prioritize Ideas

| Idea ID | Priority | Reasoning |
|---------|----------|--|
| I1 | High | Foundation for geographic storytelling |
| I3 | High | Helps categorize visually |
| I4 | Medium | Adds time-based insight |
| I2 | Medium | Useful for impact but less relevant to all |
| I5 | High | Valuable for comparative analysis |
| I6 | Low | Good to have, but limited data available |
| I7 | Medium | Enhances visual engagement |

Step-2: Brainstorm, Idea and prioritization



BRAINSTORM & IDEA PRIORITIZATION TEMP

Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites in Tablaau

STEP 1: BRAINSTORMING IDEAS

| Idea ID | Idea Description | Category |
|---------|------------------------------------|---------------------|
| I1 | Region-wise distribution of sites | Geography |
| I2 | Top 10 sites by area | Size & Importance |
| I3 | Cultural vs Natural vs Mixed sites | Site Classification |
| I4 | Sites added each year (timeline) | Historical Trends |
| I5 | Number of sites per country | Country Insights |
| I6 | Sites facing danger | Risk Factors |

STEP 2: PRIORITIZE IDEAS (HIGH/MEDIUM/LOW)

| Idea ID | Priority | Reasoning |
|---------|----------|--|
| I1 | High | Foundation for geographic storytelling |
| I3 | High | Helps categorize visually |
| I4 | Medium | Adds time-based insight |

Step-3: Idea Prioritization

| Idea | Description | Impact | Feasibility | Priority |
|---------------------------------------|--|--------|-------------|----------|
| 1. Sites by Region | Group and analyze UNESCO sites region-wise to find concentration patterns. | High | High | ★ Top |
| 2. Endangered Sites Analysis | Highlight and analyze endangered heritage sites and trends. | High | Medium | ★ Top |
| 3. Timeline of Inscriptions | Visualize when different sites were added to the list. | Medium | High | ✓ Medium |
| 4. Cultural vs Natural Sites | Compare cultural, natural, and mixed sites across countries. | Medium | High | ✓ Medium |
| 5. Country-wise Site Count | Show how many sites each country has listed. | High | High | ★ Top |
| 6. Area-wise Largest Sites | Analyze and visualize top sites by area. | Medium | Medium | ✓ Medium |
| 7. 3D Site Visuals | Use 3D images or links for virtual tours. | High | Low | ✗ Low |
| 8. Visitor Data Integration | Include tourist numbers at sites. | High | Low | ✗ Low |
| 9. Sites Removed or Threatened | Track changes or sites removed from the list. | Medium | Medium | ✓ Medium |
| 10. Year-on-Year Growth | Show growth in number of sites per year. | Medium | High | ✓ Medium |