

# Ideation Phase Brainstorm & Idea Prioritization Template

Date Team	31 January 2026
ID	LTVIP2026TMIDS24102
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

The screenshot displays a digital template interface for a 'Brainstorm & idea prioritization' session. The interface is divided into three main vertical sections:

- Before you collaborate:** This section includes a lightbulb icon and a brief introduction: "A little bit of preparation goes a long way with this session. Here's what you need to do to get going." It specifies a duration of "10 minutes".
- Define your problem statement:** This section features a "PROBLEM" box with the question: "How might we analyze and visualize UNESCO World Heritage sites to prioritize risk, cost, and trends in cultural preservation using Tableau?". It also specifies a duration of "5 minutes".
- Key rules of brainstorming:** This section lists five rules with corresponding icons:
  - Stay in topic.
  - Encourage wild ideas.
  - Deficit judgement.
  - Listen to others.
  - Go for volume.
  - If possible, be visual.

At the bottom left of the template, there is descriptive text: "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." It also provides estimated times: "10 minutes to prepare", "1 hour to collaborate", and "2-8 people recommended".

## Step-2: Brainstorm, Idea Listing and Grouping

**1 Brainstorm**

Write down any ideas that come to mind that address your problem statement.

⌚ 30 minutes

**2 Group ideas**

Brainstormers share their 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.

⌚ 30 minutes

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

**3 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

**4 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 reports, or save in your sites.

**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 →](#)