


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



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.

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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 Sites 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 judgement.
- Listen to others.
- Go for volume.
- If possible, be visual.

2 Brainstorm

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

⌚ 10 minutes

Tip

You can create sticky notes in the printed page or by visiting <https://www.sticky.com/>

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.

⌚ 30 minutes

Tip

Add conversation tags to sticky notes like "I like this because..." to help generate interesting and thoughtful responses. Check out <https://www.sticky.com/> for more.

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.

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 camera to point at an idea on the grid. This feature can also be used to point at the grid by using the "zoom pointer" feature in the "Key" on the bottom left.

Importance

If you're all done, then click on the "Done" button in the top right corner of the screen.

Feasibility

Regardless of their importance, when ideas are more feasible they should find their way into the company etc.

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

- 1

Share the mural

Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the exercise.

2

Export the mural

Export a copy of the mural as a PNG or PDF to attach to emails, include in decks, or save in your drive.

Keep moving forward

- 1

Strategy blueprint

Define the components of a new idea or strategy.

Open the template →

2

Customer experience journey map

Understand customer needs, motivations, and obstacles for an experience.

Open the template →

3

Strengths, weaknesses, opportunities & threats

Specify an engine, weaknesses, opportunities, and threats (SWOT) to develop a plan.

Open the template →