


Ideation Phase Brainstorm & Idea Prioritization Template

Date Team	11 February 2026
ID	LTVIP2026TMIDS91063
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 groundwork ahead.
- Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.
- Learn how to use the facilitation deck**
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#)

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

REVIEW

Are your problem and solution **WHY** more relevant than how to generate electricity, oil, and more in other generation using fossil?

Key rules of brainstorming

Try to run on smooth and productive session

- Stay on 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.

10-15 minutes

Visualize our data

- Find ways for mapping what our data is
- Add context to your data or relationships

Find ways to make our data more interactive

- Find ways for exploring data in both ways
- Compare features across across datasets

Find ways to make our data more accessible

- Use color to represent data
- Use icons to represent data
- Use words to describe data

Find ways to make our data more engaging

- Use color to represent data
- Use icons to represent data
- Use words to describe data

3 Group ideas

Brainstorm, sharing your ideas with 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.

10-15 minutes

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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

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

Put 10 cards on the grid to represent your ideas. The fewer cards you put on the grid, the more focused your ideas will be. Use the cards to represent the ideas you want to move forward with.

Importance

Feasibility

These maps for country with low cost

Pie chart for endangered vs. side view

Low money region move using technology

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 actions

- Share the mural**
Share a view link to the mural with collaborators to keep them in the loop about the outcomes of the session.
- Export the mural**
Export a copy of the mural as a PDF or PNG to upload to email, intranet or share 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](#)