

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

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

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

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

Key rules of brainstorming

By now you've heard of the 6 W's of a good brainstorm:

- Stay on topic.
- Defuse judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

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

Take time to organize your ideas with clustering, sorting or ordered lists, as you see fit. Once all sticky notes have been grouped, give each cluster a sensible title label. If a cluster is bigger than six sticky notes, try and split 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.

⌚ 30 minutes

After you collaborate

You can export the board as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

- Share the board**
Share a direct link to the board with stakeholders to keep them in the loop about the outcomes of the session.
- Export the board**
Export a copy of the board as a PDF or PPT to attach in emails, include in decks, 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 drive out ideas.
[Open the template →](#)