Ideation Phase
Brainstorm & Idea Prioritization Template

Date	27 June 2025
Team ID	LTVIP2025TMID48457
Project Name	plugging into the future: an exploration of electricity consumption patterns using tableau
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

1. Define the Problem:

- Clearly articulate the problem you're trying to solve. Use a "How Might We" question to frame the problem.

- Example: "How might we improve user engagement on our mobile app?"

2. Brainstorm Ideas:

- Encourage a free flow of ideas without judgment.

- Use techniques like individual brainstorming, group brainstorming, or variations like mind mapping.

- Document all ideas, even those that seem unconventional.

3. Group and Label Ideas:

- Identify common themes or categories among the ideas.

- Group similar ideas together.

- Create labels for each group to clearly define the category.

4. Prioritize Ideas:

- Choose a prioritization method:

  - **Impact vs. Effort Matrix:** Plot ideas based on their potential impact and the effort required to implement them.

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Brainstorm & idea prioritization

Heritage Treasures

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 [your problem statement]?

How might we help stakeholders explore the distribution, cultural significance, and preservation status of UNESCO World Heritage Sites more effectively using interactive dashboards and storytelling in Tableau?..

Key rules of brainstorming

To run an smooth and productive session

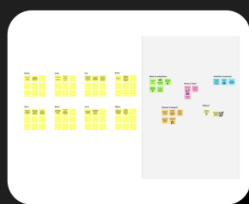Stay in topic.

Encourage wild ideas.

Defer judgment.

Listen to others.

Go for volume.

If possible, be visual.

Need some inspiration?

See a finished version of this template to kickstart your work.

Open example →

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

⏱ 10 minutes

Build story dashboards explaining yearly additions to the World Heritage List.	Add toggle to view endangered heritage sites only.	Use Tableau parameters to simulate conservation funding needs under different scenarios.
Create an interactive world map showing all UNESCO sites by continent and country.		Include comparison between countries with most listed sites (India vs. Italy vs. China).
Visualize the distribution of cultural vs. natural vs. mixed sites globally.		Create time-lapse charts to show growth in World Heritage Sites over decades.

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 and break it up into smaller sub-groups.

⏱ 20 minutes

Geographical Insights	Country-wise UNESCO site distribution	Regional density map (Asia, Europe, etc.)	Continent-wise comparison of site types
Time-Based Trends	Decade-wise growth in site listings	Policy milestones vs. site count impact	Story dashboard of India's heritage evolution
Stakeholder Reporting & Insights	KPI-based summary dashboard for UNESCO planners	Country-wise funding vs. site count visual	Executive story view for tourism authorities
Advanced & Interactive Features	Toggle filters for themes (religious, natural wonders, etc.)	Use parameters to simulate different preservation budgets	Mobile-friendly dashboard with map-based drill-downs

Step-3: 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**

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

Ideas on grid:
- Visitor sentiment analysis overlay
- Executive summary with KPIs
- Year-wise growth timeline
- UNESCO funding vs Preservation status
- Static continent-wise site count
- AR-based heritage visualizations
- Simple bar chart: Sites per country
- Voice-narrated site exploration