


Ideation Phase

Brainstorm & Idea Prioritization Template




Date	31 January 2025
Team ID	LTVIP2025TMID51713
Project Name	Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites in Tableau
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

A Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.


B Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

C Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →


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)?



Key rules of brainstorming

To run a smooth and productive session

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

Step-2: Brainstorm, Idea Listing and Grouping

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Brainstorm

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

🕒 10 minutes

TIP

You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

Nabliha noor

Interactive world map with filters by type, danger status, region

Manikanta Swamy Pamarthi

Time slider to animate inscription over time

Mekala Keerthi

Pie chart comparing site types globally

Maddi Santosh

Heatmap of site density by continent

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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.

🕒 20 minutes

TIP

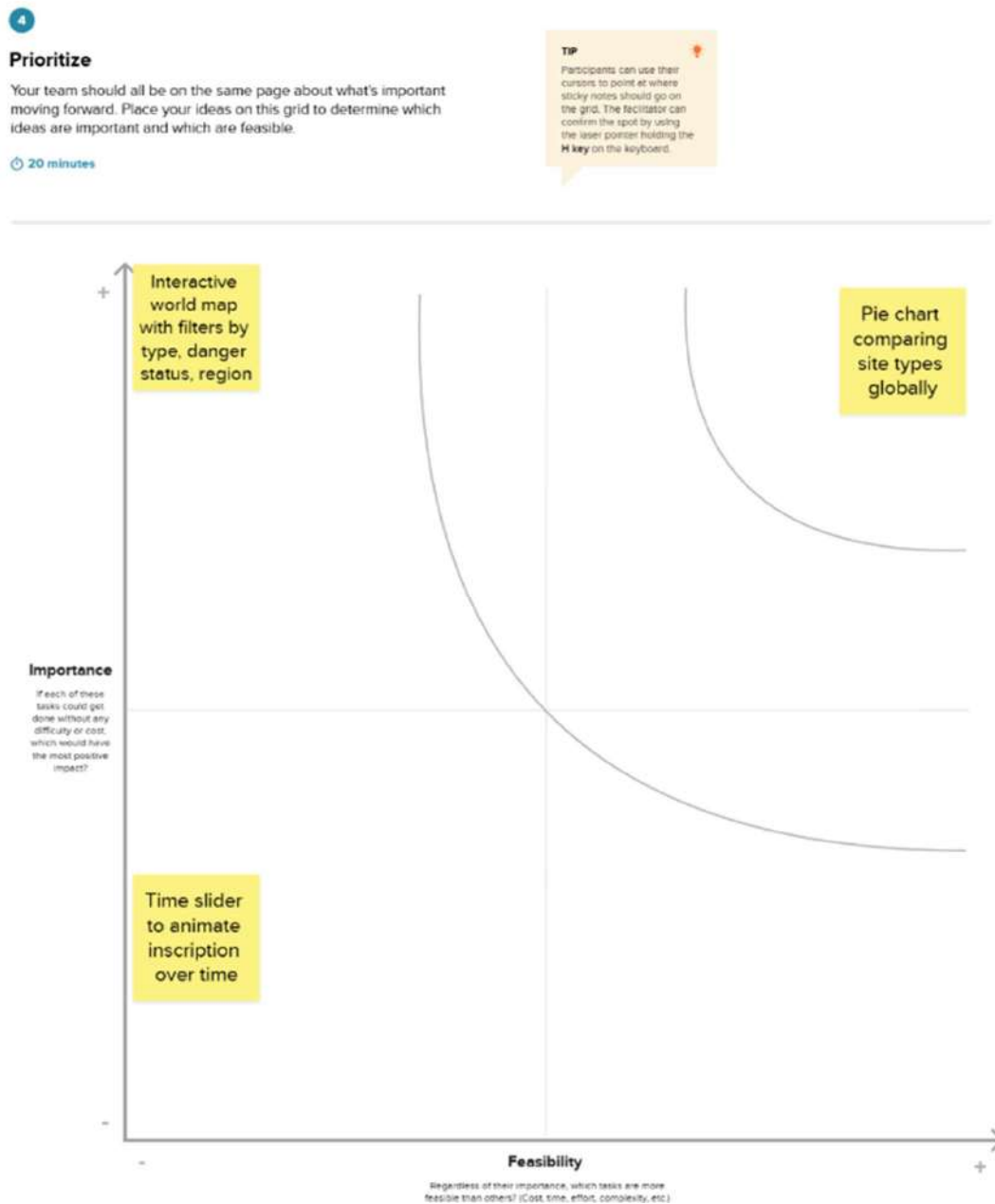
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Interactive world map with filters by type, danger status, region

Pie chart comparing site types globally

Step-3: Idea Prioritization

Submitted Template link:



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<https://app.mural.co/t/nabiha4599/m/nabiha4599/1750415874700/9cb8f2b3e802e25c2e3df9eb254d9e02567f6a19?sender=ude837a1c48e5996ede1c8963>

Conclusion (for Brainstorming & Prioritization Section):

Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites in Tableau

The ideas were then grouped into two meaningful ideas:

- Interactive world map with filters by type, danger status, region
- Pie chart comparing site types globally

Each idea was carefully prioritized based on its relevance to the project goals and its feasibility given the available data and tools.

As a solo contributor, this process helped me gain clarity on which features to focus on during development. The top-priority ideas will directly shape the design of the visualizations, dashboards, and storytelling in Tableau.

Moving forward, these insights will guide the project into the data preparation, visualization, and web integration phases.

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