

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	10 FEBRUARY 2026
Team ID	LTVIP2026TMIDS36160
Project Name	Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites in 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.

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

In this project, our team of five data analysts focuses on analyzing UNESCO World Heritage Sites, specifically addressing two core questions:

1. Which category does each site belong to?
2. Is the site currently endangered or has it been in the past?

The dataset includes valuable fields such as **Category** (Cultural, Natural, Mixed), **Danger**, **Endangered Year**, **Date_inscribed**, and geographical details like **Country** and **Region**.

To tackle the problem, we began with a brainstorming session where each team member generated multiple ideas related to site classification and risk assessment. These ideas were then evaluated and grouped based on complexity, effort, and impact. The goal of this process is to identify which ideas are most valuable and feasible, and how team members can collaborate effectively using their individual strengths.

This document presents all brainstormed ideas, their difficulty levels, and a prioritization matrix to guide the project execution efficiently



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](#)

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

which categories does it belong to and dangerous place?



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. |

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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!

Create a dashboard showing the number of sites by Category, Region, and Danger status.

Identify patterns of endangered sites by category over time

Find the top 5 countries with the most sites in each category

Select famous sites from each category and write short descriptions of their significance.

Research real-world causes behind the endangered status of Mixed sites.

Write brief explanations for each of the 10 UNESCO criteria.

Design category-wise infographics using the data from Person 1 and content from Person 2.

Create icons or visuals for Cultural, Natural, and Mixed categories

Compare percentage of endangered sites per category

Analyze how many sites are endangered in each category

Add a hover feature that explains each site's category or UNESCO criterion

List top 10 danger zones with their category types and reasons if available.

Identify countries/regions with few or no Mixed category sites

I want to visit all the heritage sites and document which category each one belongs to

See which criteria are most common in Cultural vs. Natural sites

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.

⌚ 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.

Category-Based Distribution & Comparison

Find the top 5 countries with the most sites in each category

Compare percentage of endangered sites per category

See which criteria are most common in Cultural vs. Natural sites

Analyze how many sites are endangered in each category

Identify countries/regions with few or no Mixed category sites

I want to visit all the heritage sites and document which category each one belongs to

Regional and Danger Zone Analysis

Identify patterns of endangered sites by category over time

Research real-world causes behind the endangered status of Mixed sites.

Create a dashboard showing the number of sites by Category, Region, and Danger status.

List top 10 danger zones with their category types and reasons if available.

Visual Communication & Interaction

Design category-wise infographics using the data from Person 1 and content from Person 2.

Create icons or visuals for Cultural, Natural, and Mixed categories

Select famous sites from each category and write short descriptions of their significance.

Enriching Data With Context and Meaning

Write brief explanations for each of the 10 UNESCO criteria.

Add a hover feature that explains each site's category or UNESCO criterion

See which criteria are most common in Cultural vs. Natural sites

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 cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.

