

# Ideation Phase

## Brainstorm & Idea Prioritization Template

|               |  |
|---------------|--|
| Date          | 25 February 2026   |
| Team ID       | LTVIP2026TMIDS54168  |
| 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

- 1 Team gathering**  
Define who should participate in the session and send an invite. Share relevant information or prework ahead.
- 2 Set the goal**  
Share ahead the problem you'll be focusing on solving in the brainstorming session.
- 3 Learn how to use the facilitation book**  
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



#### Key rules of brainstorming

To run an smooth and productive session

- 🗣️ Stay on topic.
- 💡 Encourage wild ideas.
- 👂 Defer judgement.
- 👂 Listen to others.
- 🗣️ Go for volume.
- 👁️ If possible, be visual.

### Step-2: Brainstorm, Idea Listing and Grouping

**Brainstorm**

Write down any ideas that come to mind.  
Don't criticize your problem statement.

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**Tip** You can't describe things that aren't in the picture, so you're stuck with just "water" (but "water" is wrong!)



**Group Ideas**

One last, sharing your ideas with clustering, simile 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 another sub-group.

20 minutes

**Text**  
Adults: nonterritorial, highly mobile  
within 500 m of the stream. No food  
secretion observed, and  
no aggressive behaviour observed.



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.

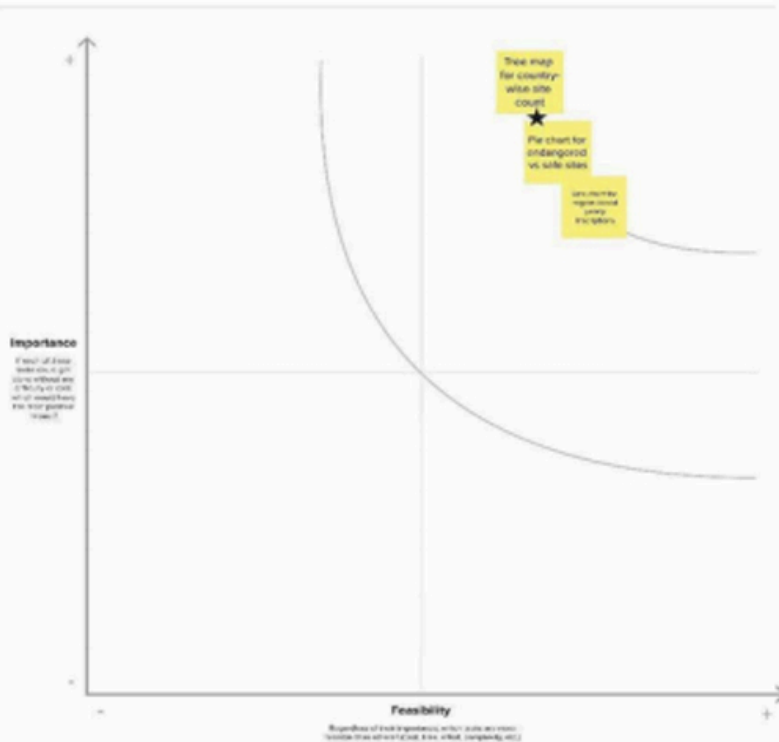
### Step-3: Idea Prioritization

**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

Finally, we'll see that current is pushed all around a fully relaxed straightener, not just at the top. The hair takes on curves in the opposite way to the overpowered hairings of *Blowie* or the *beaucoup*.



● **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 add-ons

- Share the moral**  
Share a view link to the moral with stakeholders to keep them in the loop about the outcomes of the session.
- Export the moral**  
Export a copy of the moral as a PNG or PDF to attach to emails, include in decks, or save on your drive.

Keep moving forward

- 
**Strategy Mapping**  
 Define the components of a new idea or strategy.  
[Open the template →](#)
  - 
**Customer experience journey map**  
 Understand customer needs, motivations, and attitudes for an experience.  
[Open the template →](#)
  - 
**Strengths, weaknesses, opportunities & threats**  
 Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.  
[Open the template →](#)