

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

The screenshot displays a template for a Brainstorm & Idea Prioritization session. It is divided into three main vertical sections:

- Team Gathering & idea prioritization**: This section includes a lightbulb icon, a brief description encouraging users to use it for their own sessions, and preparation time estimates (10 minutes to prepare, 1 hour for collaboration, 2-8 people recommended).
- Before you collaborate**: This section provides instructions for preparation, mentioning that a little bit of preparation goes a long way. It includes a timer icon indicating 10 minutes.
- Define your problem statement**: This section asks users what problem they are trying to solve and suggests framing it as a How Might We statement. It includes a timer icon indicating 5 minutes.

At the bottom right, there is a summary of "Key rules of brainstorming" with six items:

- Stay in topic.
- Encourage wild ideas.
- Defeat judgement.
- Listen to others.
- Go for volume.
- 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.

⌚ 10 minutes

2 Group Ideas

Once you've shared your ideas, start clustering similar or related notes as groups. Cluster sticky notes from each group, give each cluster a sentence-like label. If a cluster has more than six sticky notes, try and see if you can break it up into another sub-group.

⌚ 40 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

1 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

2 After you collaborate

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

Quick add-ons

- Share the matrix**
Share a view link to the matrix with stakeholders to keep them in the loop about the outcomes of the session.
- Export the matrix**
Export a copy of the matrix 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 develop a plan.
[Open the template →](#)