Ideation Phase
Brainstorm & Idea Prioritization Template

Date	28 June 2025
Team ID	LTVIP2025TMID49827
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.

Reference: https://www.mural.co/templates/brainstorm-and-idea-prioritization

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Our team collaborated virtually and reviewed the WHC Sites 2019 dataset. After thorough discussion, we selected the problem statement:
"To analyze and visualize the global distribution, area, and danger status of UNESCO World Heritage Sites using Tableau for insightful storytelling."

Step-2: Brainstorm, Idea Listing and Grouping

We brainstormed several ideas based on the columns and data in the WHC dataset:

- Visualizing number of heritage sites by region and country.
- Identifying top 10 largest sites by area.
- Pie chart showing distribution of site types (Cultural, Natural, Mixed).
- Danger status analysis: total and by region.
- Year-wise growth or trends of site registrations.
- Highlighting endangered sites with high area or cultural value.
- Mapping sites geographically using Tableau.

We grouped these ideas into:
- Distribution Analysis (Region, Country, Type)
- Risk/Danger Status Analysis
- Temporal Analysis (Years)
- Geospatial Mapping

Step-3: Idea Prioritization

We prioritized the following ideas for implementation:

1. Top 10 Regions by Area – High impact, good visual story, easy using Tableau.
2. Danger Sites Analysis – Relevant to UNESCO's conservation goals.
3. Site Type Distribution Pie Chart – Useful summary for cultural/natural/mixed.
4. Year-wise Forecasting of Sites – Adds a time-based analysis angle.

These ideas were selected based on their ability to convey meaningful insights and ease of visualization within Tableau.