

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 January 2026
Team ID	LTVIP2026TMIDS34997
Project Name	plugging into the future: an exploration of electricity consumption patterns using 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

The screenshot shows the 'Brainstorm & idea prioritization' template. It includes a sidebar with a lightbulb icon and a main content area divided into three columns.

Left Column:

- Icon:** Lightbulb inside a speech bubble with wavy lines.
- Title:** Brainstorm & idea prioritization
- Description:** 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.
- Time Estimations:** 10 minutes to prepare, 1 hour to collaborate, 2-8 people recommended.

Middle Column:

- Icon:** Blue circle with a white arrow pointing right.
- Title:** Before you collaborate
- Description:** A little bit of preparation goes a long way with this session. Here's what you need to do to get going.
- Time Estimation:** 10 minutes

- Icon:** Blue square with a white letter 'A'.
- Title:** Team gathering
- Description:** Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

- Icon:** Blue square with a white letter 'B'.
- Title:** Set the goal
- Description:** Think about the problem you'll be focusing on solving in the brainstorming session.

- Icon:** Blue square with a white letter 'C'.
- Title:** Learn how to use the facilitation tools
- Description:** Use the Facilitation Superpowers to run a happy and productive session.
- Link:** Open article →

Right Column:

- Icon:** Blue circle with a white number '1'.
- Title:** Define your problem statement
- Description:** What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.
- Time Estimation:** 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

1 Brainstorm

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

⌚ 10 minutes

2 Group ideas

Take time clustering 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 break it up into smaller sub-groups.

⌚ 20 minutes

<p>Build story dashboards explaining yearly additions to the World Heritage List.</p>	<p>Add toggle to view endangered heritage sites only.</p>	<p>Use Tableau parameters to simulate conservation funding needs under different scenarios.</p>	<p>Geographical Insights</p>	<p>Country-wise UNESCO site distribution</p>	<p>Regional density map (Asia, Europe, etc.)</p>				
<p>Create an interactive world map showing all UNESCO sites by continent and country.</p>	<p>Include comparison between countries with most listed sites (India vs. Italy vs. China).</p>	<p>Visualize the distribution of cultural vs. natural vs. mixed sites globally.</p>	<p>Time-Based Trends</p>	<p>Decade-wise growth in site listings</p>	<p>Policy milestones vs. site count impact</p>	<p>Stakeholder Reporting & Insights</p>	<p>KPI-based summary dashboard for UNESCO planners</p>	<p>Country-wise funding vs. site count visual</p>	<p>Executive story view for tourism authorities</p>
<p>Create time-lapse charts to show growth in World Heritage Sites over decades.</p>			<p>Advanced & Interactive Features</p>	<p>Toggle filters (religious, natural wonders, etc.)</p>	<p>Use parameters to simulate simulated preservation budgets</p>				

Step-3: Idea Prioritization

