


Ideation Phase

Brainstorm & Idea Prioritization Template

Date Team	17 February 2026
ID	LTVIP2026TMIDS61476
Project Name	Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites
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
- 2-3 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.

1. Welcome

2. Name-gathering
Define who should participate in the session and send an invite. Share relevant information or present ahead.

3. Set the goal
Create shared the problem you're brainstorming around. Get feedback along the way.

4. Learn how to use the facilitation board
Use the Facilitation Superpowers to run a happy and productive session.

[Book 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. Welcome

Problem

How might we solve this problem?
 (How might we solve this problem in a way that is sustainable, equitable, and fun?)

Key rules of brainstorming

To run an effective and joyful ideation session:

- Stay on topic
- Don't judge
- Be for volume
- Encourage wild ideas
- Listen to others
- Remember, be visual

Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm

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

30 minutes

Tip
Your ideas should not be wrong or silly. Just write them down.

Smart customer experience

Tree map for country-wise site count

Plot chart for endangered vs safe sites

Computer features (video, audio, camera)

Design

Tree map for country-wise site count

Plot chart for endangered vs safe sites

Visual

Tree map for country-wise site count

Plot chart for endangered vs safe sites

Interactive

Tree map for country-wise site count

Plot chart for endangered vs safe sites

3 Group ideas

Once you're sharing your ideas, either clustering similar or related notes or grouping. Once all sticky notes have been grouped, give each cluster a name or label. It's easier to skip than an sticky notes, try and see if you can break it up into another subgroups.

30 minutes

Tip
Add specific notes to other notes to show how they are related or how they are different.

How physical notes cluster

Tree map for country-wise site count

Plot chart for endangered vs safe sites

Computer features (video, audio, camera)

Small Analysis

Computer features (video, audio, camera)

Tree map for country-wise site count

Small Dashboard and Features

Computer features (video, audio, camera)

Tree map for country-wise site count

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

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 it to cluster ideas to prioritize on the grid. The top-left quadrant is the most important and the bottom-right is the least important.

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

- Show the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- Export the mural**
Export a single or multiple mural as a PNG or PDF to attach to emails, include in reports, or save to 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 service, interactions, and decisions for an experience.
[Open the template](#)
- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template](#)