

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

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

- Before you collaborate:** This section includes a lightbulb icon and a brief introduction: "A little bit of preparation goes a long way with this session. Here's what you need to do to get going." It lists "10 minutes" as the duration.
- Define your problem statement:** This section asks, "What problem are you trying to solve? Formulate your problem as a How Might We statement. This will set the focus of your brainstorming." It lists "5 minutes" as the duration.
- Key rules of brainstorming:** This section provides five rules:
 - 1. No judging
 - 2. Let the flow
 - 3. Learn from the past. Anticipate futureIt also includes a "Read article" link and a "PRACTICE" box with the text: "Any situation where multiple ideas are needed while keeping the team in agreement and the process moving is called a collaborative idea flow."

Step-2: Brainstorm, Idea Listing and Grouping

1 Brainstorm

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

⌚ 30 minutes

💡 Quick brainstorms

- For map for endangered sites
- For chart for endangered vs safe sites
- Dashboard
- Customer experience journey map
- For chart for active regions
- For chart for trends over time

2 Group Ideas

Brainstorming your ideas with your team or onboard others, go through them and break them into three broad groups, give each cluster a name and then if there's bigger than one sticky notes, try and see if you can break it up into smaller sub-groups.

⌚ 45 minutes

💡 Quick groupings

- For presentation slides
- For ideas for accessibility counts
- Plan chart for percentage of safe sites
- For customer experience journey map
- For all Analysis ideas
- Customer experience journey map
- The customer experience journey map
- Group Discussion and Feedback
- Ask users for feedback on our dashboard
- For chart for trends over time

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.

⌚ 30 minutes

💡 Prioritization matrix

Part 3: Decide on what's important. Ideas should be on the matrix. The matrix should be used to prioritize ideas by ranking them from top to bottom by using the scale on the x-axis.

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**
- Export the matrix**

Keep moving forward

- Strategy blueprint**
- Customer experience journey map**
- Strengths, weaknesses, opportunities & threats**