

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	06 February 2026
Team ID	LTVIP2026TMIDS91063
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

The screenshot shows a web-based template for a Brainstorm & Idea Prioritization session. On the left, a vertical sidebar has a blue header labeled "Template". Below it, there's a circular icon with a lightbulb and wavy lines, followed by the title "Brainstorm & idea prioritization". Underneath the title, a sub-instruction reads: "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." At the bottom of this sidebar, preparation details are listed: "10 minutes to prepare", "1 hour to collaborate", and "3-8 people recommended".

The main content area is divided into three columns. The first column contains a section titled "Before you collaborate" with a sub-section "Team gathering" and a "Start article" button. The second column contains a section titled "Define your problem statement" with a sub-section "Mural's 10 rules of brainstorming" and a "Start article" button. The third column contains a section titled "Key rules of brainstorming" with a list of six rules: "Stay in topic", "Divergent judgment", "Divergent solutions", "Encourage wild ideas", "Listen to others", and "No provide or dismiss".

At the very bottom of the page, there's a footer bar featuring a "Mural user" icon and the text "Mural user? Log in or sign up for a free account to access this template and more".

Step-2: Brainstorm, Idea Listing and Grouping

1

Brainstorm

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

15 minutes

Take turns sharing 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 split it up into smaller sub-groups.

15 minutes

Murali

- Country-wise heritage site count
- Sites at risk
- Region-wise comparison of sites

Sreeja

- Category-wise distribution
- Year-wise inscription trends
- Map-based analysis of heritage areas

With customized sticky notes, users can make it easier to find themes, organize, and categorize important ideas in themes without a road map.

Risk & Conservation Status
• Sites at risk

Distribution Analysis
• Country-wise heritage site count
• Region-wise comparison of sites

How to Analyze
UNESCO World
Heritage Sites ?

Temporal Analysis
• Year-wise inscription trends

Geographical & Area Analysis
• Map-based analysis of heritage areas

Category-Based Analysis
• Category-wise distribution



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

TP:

Participants can use this template to prioritize projects using a matrix format. The facilitator can customize the grid by adding the focus points along the X and Y axes.



After you collaborate

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

Quick add-ons

- Share the mind**
Share a view link to the mind with stakeholders to keep them in the loop about the outcome of the session.
- Export the mind**
Export a copy of the mind as a PNG or PDF to attach to emails, include in slides, 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 →](#)

