

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



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
- 2-8 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. **Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- 2. **Set the goal**
Think about the problem you'll be focusing on looking at in the brainstorming session.
- 3. **Learn how to use the Facilitation Guide**
Use the Facilitation Superpowers to run a happy and productive session.

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.


Example:

How might we (as a team) design a better way to manage our project, department, and our career? (This is a broad question that can be refined as you go along. It's okay to start broad and then narrow it down as you go along.)

Key rules of brainstorming

To run an smooth and productive session:

- Stay on topic
- Encourage wild ideas
- Defer judgement
- Listen to others
- Go for volume
- If possible, do it now



Need some inspiration?
Take a break and get some inspiration to restart your work.

[View images](#)

Step-2: Brainstorm, Idea Listing and Grouping

1

Brainstorm

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

15 minutes

Tip

You can add a sticky note and let the group's members add to it or delete it.

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

1

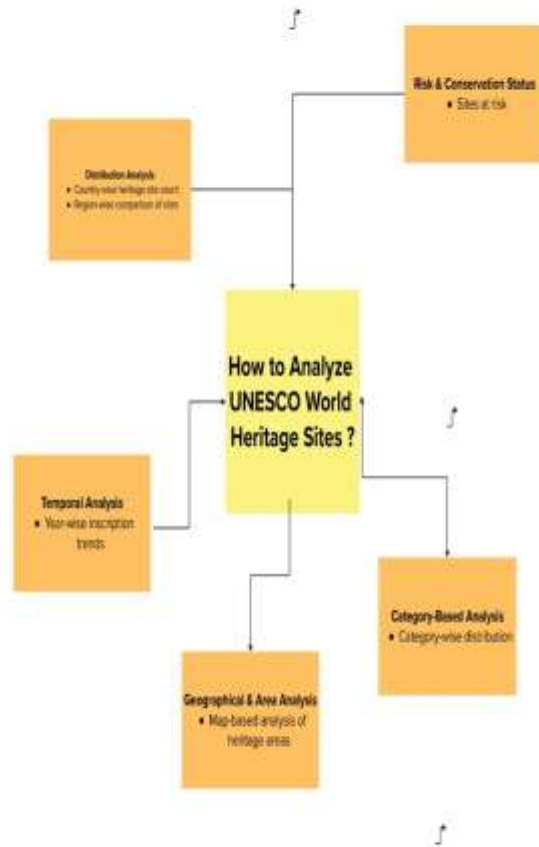
Group ideas

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 see if you can break it up into smaller sub-groups.

22 minutes

Tip

Each participant gets to sticky notes to make it easier to list, remove, organize, and integrate important ideas as they develop their mind.



Step-3: Idea Prioritization

4

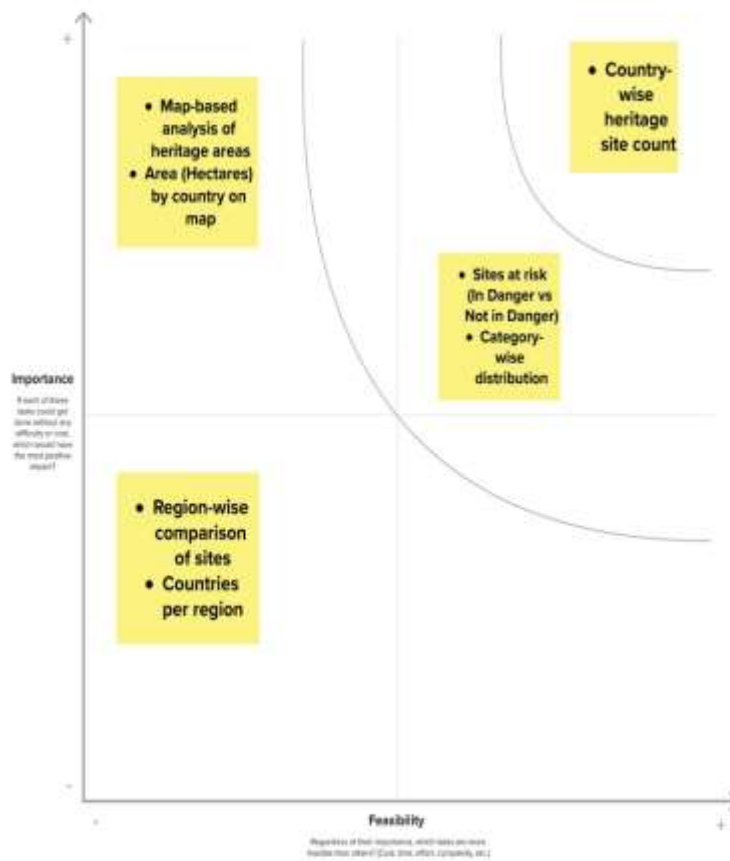
Prioritize

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 their cursor to point at where sticky notes should go on the grid. The facilitator can confirm the spots by using the laser pointer having the key on the feedback.



5

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

- Share 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 copy of the mural 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](#)

