


# Ideation Phase Brainstorm & Idea Prioritization Template

ID	LTVIP2025TMID50770
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  
👥 2-8 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.

⌚ 10 minutes

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 solving in the brainstorming session.

3

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

[Open 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 minutes

PROBLEM

How might we analyze and visualize UNESCO World Heritage Sites data to understand distribution, risk, and trends in cultural preservation using Tableau?

**Key rules of brainstorming**  
To run an smooth and productive session

🗨️ Stay in topic.

🧠 Encourage wild ideas.

🙊 Defer judgement.

👂 Listen to others.

🗣️ Go for volume.

👁️ If possible, be visual.

## Step-2: Brainstorm, Idea Listing and Grouping

### 2 Brainstorm

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

10 minutes

**TIP**  
You can create a shared list, and for the greatest benefit to work in a team, consider creating it.

**Recent content suggestions**

Tree map for country-wise site count

Pie chart for endangered vs safe sites

Area chart for region-based priority

Line chart for region-based priority

Bar chart for region-based priority

Line chart for region-based priority

Line chart for region-based priority

Line chart for region-based priority

### 3 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.

20 minutes

**TIP**  
Add a sentence-like label to each cluster. This label should be a sentence that describes the cluster's topic. Consider adding a label to each cluster.

Group 1: Visualization ideas

Tree map for country-wise site count

Pie chart for endangered vs safe sites

Line chart for region-based priority

Group 2: Analysis goals

Compare features for all active decisions

Top locations with most visits (10 years)

Group 3: Dashboard and Features

Area chart for region-based priority

Line chart for region-based priority

## 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 their comments to guide all active sticky notes should go on the grid. The first time you create the grid by using the grid number below the 10 key on the keyboard.

**Importance**  
If you all agree, make this a grid. If you don't, you can use a grid. If you don't, you can use a grid.

**Feasibility**  
Regardless of how important, which ideas are more feasible than others (just think about complexity, etc.)

### 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 docs, 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](#)