

# Ideation Phase Brainstorm & Idea Prioritization Template

Date Team	20 February 2026
ID	LTVIP2026TMIDS89569
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 shows a digital template interface for a brainstorming session. At the top left is a circular icon containing a lightbulb with rays, followed by wavy lines. Below it, the title "Brainstorm & idea prioritization" is displayed in bold. A descriptive text block states: "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." Below this are three small icons: a clock (10 minutes), a person (1 hour), and a triangle (2-8 people). To the right, there are two main sections: "Before you collaborate" and "Define your problem statement".

**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

**Team gathering**  
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

**Set the goal**  
Think about the problem you'll be focusing on solving in the brainstorming session.

**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 Site data to generate more effective solutions to cultural preservation challenges?

**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

**1 Group ideas**

Even 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

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

**3 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

**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.

⌚ 10 minutes

**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 store it online, include in emails, 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 →](#)