

Ideation Phase Brainstorm & Idea Prioritization Template

Date Team	28 February 2026
ID	LTVIP2026TMIDS85712
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 image shows a digital template interface for a brainstorming session. On the left, there's a large placeholder area for a video or image. The main content is divided into three vertical columns:

- Before you collaborate:** A lightbulb icon. Sub-sections include "Team gathering" (10 minutes), "Set the goal" (1 hour), and "Learn how to use the facilitation tools" (Open article).
 - 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.
- Define your problem statement:** A "PROBLEM" box with the text: "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 a 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 →](#)