

IdeationPhase

Brainstorm & Idea Prioritization Template


Date	28 June 2025
Team ID	LTVIP2025TMID51841
Project Name	Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites in Tableau
Maximum Marks	4Marks

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

Template



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](#) →

1

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 make global UNESCO Heritage Site data more accessible, interactive, and engaging through visual storytelling and analysis?

Key rules of brainstorming

To run a smooth and productive session

1

Stay in topic.

2

Defer judgment.

3

Go for volume.

4

Encourage wild ideas.

5

Listen to others.

6

If possible, be visual.

2

Brainstorm

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

10 minutes

TIP

You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

Person 1

Top 10
Countries
with Most
Heritage area

categories
by region

Sites with
the Largest
Area

Person 2

Heritage Sites
by Year of
Inscription
How many sites
were added
each year?

Sites in
Danger &
Protection
Status

countries per
region

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 color-coded tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Top 10
Countries
with Most
Heritage area

countries
per region

Categories
by region

Step-3: Idea Prioritization

4

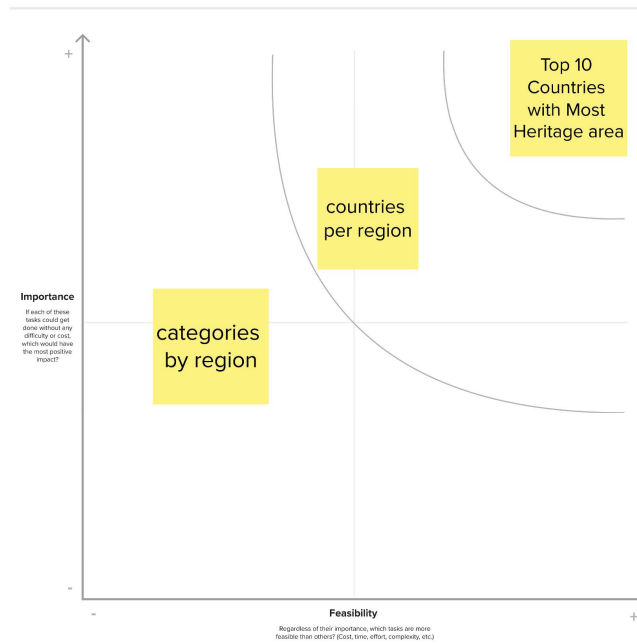
Prioritize

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 cursor to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the spacebar while holding the H key on the keyboard.



●

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 →](#)