

Ideation Phase

Brainstorm & Idea Prioritization Template

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| Date | 23 June 2025 |
| Team ID | LTVIP2025TMID51596 |
| 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

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

UNESCO World Heritage Sites are globally recognized, yet visual insights into their distribution, significance, and preservation status remain limited. This project uses Tableau to uncover key patterns and trends, supporting informed conservation, tourism planning, and cultural awareness.

Key rules of brainstorming

To run a smooth and productive session

➕

Stay in topic.

💡

Encourage wild ideas.

⏸

Defer judgment.

👂

Listen to others.

🗣

Go for volume.

👁

If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

3

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 button to make it your own to start drawing!

Person 1

Create an interactive world map showing the number of UNESCO sites per country, color-coded by density.

Bar chart ranking countries by number of heritage sites. Add per capita comparison for fairness. Helps detect heritage-rich but underrepresented regions.

Create proportional symbol maps by continent. Show both total count and density per land area. Supports regional comparisons.

Person 2

Build a timeline view showing how many sites were inscribed each year. This can reveal historical surges, such as post-conflict recognition or policy shifts.

Visualize site counts by country using a choropleth map. Helps identify countries with the highest heritage recognition. Adds instant geographic insight for stakeholders.

Use bar charts to compare Cultural, Natural, and Mixed sites. Allow filtering by continent and time. Reveals focus areas in heritage preservation.

Person 3

Highlight sites on the World Heritage in Danger list using red markers on a map. Include details like country, year listed as endangered, and reason for threat.

Group nearby sites to detect spatial patterns. Use density-based mapping techniques. Reveals clusters and heritage hotspots.

Compare number of visitors vs number of sites per country. Visualize with a dual-axis chart. Highlights potential over-tourism or underutilization.

Person 4

Display how many sites were added each year. Shows historical growth and inscription trends. Useful to correlate with global events or initiatives.

Separate ancient ruins from modern cultural landmarks. Use distinct map markers or colors. Compares preservation across time.

Highlight endangered sites that are still open to visitors. Add notes on precautions and conservation needs. Informs responsible travel planning.

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 customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mind.

Understanding Where Sites Are and How They're Spread.

Maps and compares site distribution across countries and continents.

Highlights clusters, gaps, and accessibility of heritage locations.

Supports geographic analysis for equitable recognition.

Cultural Identity and Historical Value.

Analyzes heritage through civilizations, eras, and architectural styles.

Tracks criteria usage to understand cultural significance.

Explores shared themes through word clouds and timelines.

What Type of Heritage Is Being Recognized?

Compares cultural, natural, and mixed site designations.

Helps identify thematic focus of UNESCO recognition.

Observes trends in site types over time and regions.

Step-3: Idea Prioritization

4

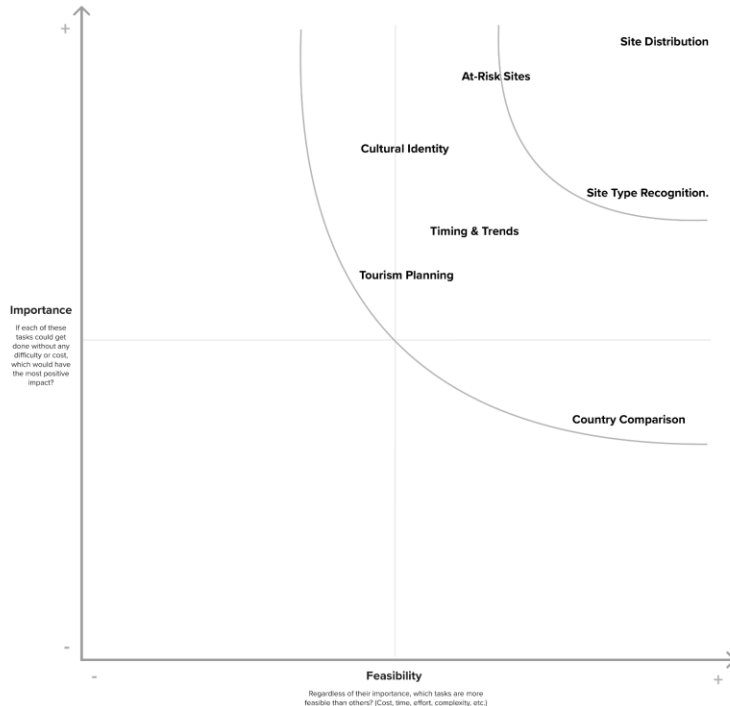
Prioritize

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 cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.



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 →](#)