

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	LTVIP2026TMIDS52570
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

The screenshot displays the 'Brainstorm & idea prioritization' template. It is divided into three main vertical sections:

- Before you collaborate:** This section includes a lightbulb icon and a timer icon indicating 10 minutes. It contains three steps: A. Team gathering (Define who should participate), B. Set the goal (Think about the problem), and C. Learn how to use the facilitation tools (Use the Facilitation Superpowers). There is also an 'Open article' button.
- Define your problem statement:** This section includes a timer icon indicating 5 minutes. It asks the user to define the problem as a 'How Might We' statement. A box labeled 'PROBLEM' contains the placeholder 'How might we [your problem statement]?'
- Key rules of brainstorming:** This section features a brain icon and a list of six rules with corresponding icons:
 - 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

2

Brainstorm

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

⌚ 10 minutes

Build story dashboards explaining yearly additions to the World Heritage List.

Add toggle to view endangered heritage sites only.

Use Tableau parameters to simulate conservation funding needs under different scenarios.

Create an interactive world map showing all UNESCO sites by continent and country.

Include comparison between countries with most listed sites (India vs. Italy vs. China).

Visualize the distribution of cultural vs. natural vs. mixed sites globally.

Create time-lapse charts to show growth in World Heritage Sites over decades.

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

Geographical Insights

Country-wise UNESCO site distribution

Regional density map (Asia, Europe, etc.)

Continent-wise comparison of site types

Time-Based Trends

Decade-wise growth in site listings

Policy milestones vs. site count impact

Story dashboard of India's heritage evolution

Stakeholder Reporting & Insights

KPI-based summary dashboard for UNESCO planners

Country-wise funding vs. site count visual

Executive story view for tourism authorities

Advanced & Interactive Features

Toggle filters for themes (religious, natural wonders, etc.)

Use parameters to simulate different preservation budgets

Mobile-friendly dashboard with map-based drill-downs

Step-3: Idea Prioritization

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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

