

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	18 February 2026
Team ID	LTVIP2026TMIDS52448
Project Name	Heritage Treasures
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 a digital template for a brainstorming session. It is organized into three main vertical columns.

- Left Column:** Features a circular icon with a lightbulb and wavy lines, followed by the title "Brainstorm & idea prioritization". Below the title, a paragraph explains the purpose: "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." At the bottom, it specifies time requirements: "10 minutes to prepare", "1 hour to collaborate", and "2-8 people recommended".
- Middle Column:** Titled "Before you collaborate", it contains instructions: "A little bit of preparation goes a long way with this session. Here's what you need to do to get going." A timer icon indicates "10 minutes". Below this, three steps are listed:
 - A Team gathering:** "Define who should participate in the session and send an invite. Share relevant information or pre-work ahead."
 - B Set the goal:** "Think about the problem you'll be focusing on solving in the brainstorming session."
 - C Learn how to use the facilitation tools:** "Use the Facilitation Superpowers to run a happy and productive session." A blue button labeled "Open article" with a right-pointing arrow is located here.
- Right Column:** Titled "Define your problem statement", it asks, "What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm." A timer icon indicates "5 minutes". To the right, there is a box labeled "PROBLEM" containing the placeholder text "How might we [your problem statement]?".

At the bottom right, a separate box titled "Key rules of brainstorming" lists 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

TIP: You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Person 1

- Build an interactive global map to visualize all World Heritage Sites with filters for region, type, and status.
- Integrate time-series charts showing visitor trends for each site.
- Add real-time alerts for sites listed as endangered or facing critical threats.

Person 2

- Show a funding vs visitor ratio chart to identify sites that are over-visited but underfunded.
- Include a KPI section displaying current preservation status and last restoration year.
- Enable site-level drill-down dashboards for individual analysis.

Person 3

- Design a bar chart to highlight tourism revenue vs conservation budget gaps.
- Display seasonal visitor heatmaps to suggest crowd control strategies.
- Create filters by tourist behavior.

Person 4

- Add impact scores for human activity on each site.
- Allow data export or reports for conservation action planning.
- Map sites with endangered species or ecosystems overlapping UNESCO zones.

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, organize, and compare ideas. You can even add themes within your mind!

Cluster 1: Site Visualization

- Global map of UNESCO sites with filters by region, type, and preservation status.
- Drill-down dashboards for individual site information and analytics.
- Mapping endangered species/ecosystems overlapping with UNESCO zones.

Cluster 2: Tourism Trends & Impact

- Time-series charts showing annual visitor trends for each site.
- Visitor seasonality heatmaps to detect crowding patterns.
- Bar charts comparing tourism revenue vs conservation funding gaps.

Cluster 3: Conservation & Funding

- KPI section showing preservation status and last restoration year.
- Funding vs visitor ratio charts to reveal resource imbalance.
- Impact scoring of tourism/human activity on site sustainability.

Cluster 4: Decision Support

- Real-time alerts or flags for endangered or high-risk sites.
- Exportable conservation reports for NGOs and policymakers.
- Filters based on tourist behavior or eco-rating (if data available).

Step-3: Idea Prioritization

