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

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

⏱ 10 minutes

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

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.

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 sites

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

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

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

- Global map of UNESCO sites with filters by region, site type, and preservation status
- Visitor trend line charts to monitor annual tourism growth per site
- Funding vs Visitor Ratio charts to identify underfunded, high-traffic sites
- Real-time alerts for endangered or high-risk sites

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)