

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	17/02/2026
Team ID	LTVIP2026TMIDS87890
Project Name	Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites
Maximum Marks	4 Marks

### Step-1: Team Gathering, Collaboration and Select the Problem Statement

The screenshot shows a digital template for 'Brainstorm & Idea Prioritization'. On the left, there's a sidebar with a lightbulb icon and the title 'Brainstorm & idea prioritization'. It includes instructions: '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.' Below this are three icons: a person (10-minutes in session), a document (Three facilitators), and a group (Up to 8 people recommended). The main content area is divided into two sections:

- Before you collaborate**: A brief guide on preparation, mentioning a 10-minute session, three facilitators, and up to 8 people. It includes a '10-minutes' button.
- Define your problem statement**: A section for defining the problem with a '10-minutes' button. It also includes a 'Facilitators' section with a '10-minutes' button.

At the bottom right, there's a summary box titled 'Key rules of Brainstorming' with six items: 'Be open-minded and creative', 'Stay on topic...', 'Diverge and refine', 'Work together...', 'Listen to others...', and 'Be productive, practical'.

### Step 2: Brainstorming, Idea Listing and Grouping

**1 Brainstorm**

With others, write down your ideas and concerns about the problem you are trying to solve.

30 minutes

**2 Group Ideas**

Sort the ideas you wrote down into three main categories: Visualizations, Analysis, and Positives.

30 minutes

After brainstorming, we clustered our sticky notes into 3 main themes:

- Visualizations – focused on how to represent the heritage data using charts like tree maps, pie charts, and geo-maps.
- Analysis – focused on insights such as endangered sites, most active regions, and trends over time.
- Positives – ideas that improve user interaction such as filters, tooltips, and interactivity.

These groupings helped us prepare for the next step of idea prioritization.

## Step 3: Idea Prioritization

**Prioritize**

Your team should sit at one table and prioritize their ideas based on importance and feasibility. Place your ideas on this grid to determine which ideas are important and which are feasible.

30 minutes

The scatter plot shows a curve separating the top-right quadrant (Importance > Feasibility) from the bottom-left quadrant (Importance < Feasibility). Three yellow sticky notes are placed in the top-right quadrant, all containing the text "Tree map for conservation sites".

**After you collaborate**

You can export the mind as an image or pdf to share with members of your company who might find it helpful.

**Quick add-ons**

- Share the mind**: Share a link to the mind with stakeholders so they can easily access the contents of the board.
- Export PDF**: Download a copy of the previous mind as a PDF to share with others.

**Keep moving forward**

- Strategy template**: Define the key pieces to fit in your strategy.
- Open template**: +
- Customer reinforcement map**: Identify customer needs, motivations, and characteristics or segments.
- Open template**: +
- Strengths, weaknesses, opportunities & threats**: Identify strengths, weaknesses, opportunities, and threats (SWOT) to analyze a project.
- Open template**: +