


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



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 process
👥 3 team funnels/boards
👤 4-8 people recommended

1 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

- Team gathering**
Define who should participate in the session and send them a little welcome message in your chat ahead.
- Set the goal**
Think about the problem you'll be focusing on during the session (e.g. website).
- Learn how to use the facilitation tools**
Join the Facilitation Superpowers for a happy and productive session.

[Watch article](#)

2 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

example

How might we make our website easier to use? (e.g. How might we make it easier for users to find the information they need?)

3 Key rules of brainstorming

To run an effective and productive session

🗣️ Stay on topic.

👥 Better judgement.

🗣️ Do for volume.

💡 Encourage wild ideas.

🗣️ Listen to others.

🗣️ Be realistic, practical.

Step 2: Brainstorming, Idea Listing and Grouping

Brainstorm

Whichever way you think best suits your team, brainstorm ideas (remember, there are no bad ideas).

15-20 minutes

1. Set the scene: Explain the problem you're trying to solve and the goals you want to achieve. 2. Brainstorm: Give everyone 5-10 minutes to think of as many ideas as possible. 3. Share: Have everyone share their ideas with the group. 4. Group: Sort the ideas into groups. 5. Prioritize: Decide which ideas are the most important and feasible. 6. Action: Decide which ideas to implement and who will be responsible for each one.

Group Ideas

Now it's time to group your ideas into clusters. This is where you'll see if there are any common themes or if you need to go back to the drawing board. If you have a lot of ideas, you can use a tool like Miro to help you group them. If you have a smaller number of ideas, you can do it by hand. Once you've grouped your ideas, you can start to prioritize them. This is where you'll decide which ideas are the most important and feasible. You can use a tool like Miro to help you prioritize them. Once you've prioritized your ideas, you can start to implement them. This is where you'll decide which ideas to implement and who will be responsible for each one.

15-20 minutes

1. Group: Sort the ideas into groups. 2. Prioritize: Decide which ideas are the most important and feasible. 3. Action: Decide which ideas to implement and who will be responsible for each one.

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

- Visualization Ideas – focused on how to represent the heritage data using charts like tree maps, pie charts, and geo maps.
- Analysis Goals – focused on insights such as endangered sites, most active regions, and trends over time.
- Dashboard Features – 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 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.

15-20 minutes

1. Set the scene: Explain the problem you're trying to solve and the goals you want to achieve. 2. Brainstorm: Give everyone 5-10 minutes to think of as many ideas as possible. 3. Share: Have everyone share their ideas with the group. 4. Group: Sort the ideas into groups. 5. Prioritize: Decide which ideas are the most important and feasible. 6. Action: Decide which ideas to implement and who will be responsible for each one.

After you collaborate

You can export the board as an image or pdf to share with members of your company who didn't find it helpful.

Quick add-ons

- Share the board** Share a link to the board with stakeholders to help them understand the status of the project.
- Export the board** Export a copy of the board as a PDF or image to share with stakeholders.

Keep moving forward

- Bring in the team** Bring in the team to discuss the board and get feedback.
- Customer experience map** Use the board to create a customer experience map.
- Strategy, milestones, opportunities & trends** Use the board to create a strategy, milestones, opportunities & trends map.