

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	27 June 2025
Team ID	LTVIP2025TMID49283
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.

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

Template



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 prepare
- 🕒 1 hour to collaborate
- 👥 2-8 people recommended

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

1

Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

2

Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

3

Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

Open article →

1

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

Problem Statement:
To analyze and visualize global patterns, distributions, and trends of UNESCO World Heritage Sites using Tableau, providing actionable insights for heritage preservation, tourism strategies, and cultural awareness.

Key rules of brainstorming

To run an smooth and productive session

🗣️ 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

Person 1

Geographical Distribution: Visualizing site locations by continent, country, and region

Person 2

Category-wise Analysis: Distribution of sites by type (Cultural, Natural, Mixed).

Person 3

Temporal Trends: Analysis of inscription years — identifying periods with high site recognition.

Person 4

Country Rankings: Countries with the highest number of heritage sites.

Person 5

Endangered Sites: Identifying and highlighting sites listed as endangered.

Person 6

Insights by Region: Trends and concentration patterns across different UNESCO regions.

Person 7

Cultural vs Natural Proportion: Global comparison of cultural and natural sites.

Person 8

Interactive Dashboards: Filterable dashboards for deeper user-driven exploration

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

1. Geographical & Regional Insights

- Geographical Distribution:** Visualizing site locations by continent, country, and region.
- Insights by Region:** Trends and concentration patterns across different UNESCO regions.
- Country Rankings:** Countries with the highest number of heritage sites.

2. Classification & Category Analysis

- Category-wise Analysis:** Distribution of sites by type (Cultural, Natural, Mixed).
- Cultural vs Natural Proportion:** Global comparison of cultural and natural sites.

3. Temporal & Trend Exploration

- Temporal Trends:** Analysis of inscription years — identifying periods with high site recognition.

4. Conservation & Risk Awareness

- Endangered Sites:** Identifying and highlighting sites listed as endangered.
- Preservation Focus:** Highlighting areas needing urgent conservation efforts.

5. Engagement, Interaction & Opportunity

- Interactive Dashboards:** Filterable dashboards for deeper user-driven exploration.

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

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.

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

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