


Ideation Phase Brainstorm & Idea Prioritization Template

Date Team	31 January 2026
ID	LTVIP2026TMIDS28462
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 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. Teams 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

How might we analyze and visualize UNESCO World Heritage Sites data to understand distribution, risk, and trends in cultural preservation using Tableau?

Key rules of brainstorming

To run an smooth and productive session

- Stay in topic.
- Defier judgement.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- 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 create a shared list, and for the greatest benefit to work in a team, consider creating it.

Recent content suggestions

Tree map for country-wise site count

Pie chart for endangered vs safe sites

Area chart for region-based priority

Line chart for region-based priority

Bar chart for region-based priority

Line chart for region-based priority

Line chart for region-based priority

Line chart for region-based priority

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 a sticky note to each cluster to label it. This label can be used to create a sentence-like label for the cluster. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

Group 1: Visualization ideas

Group 2: Analysis goals

Group 3: Dashboard and Features

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 own sticky notes to place ideas on the grid. The facilitator can also place the sticky notes on the grid for them.

Importance

If you have ideas, make sure you get them on this grid. It's not about how many ideas you have, it's about how many ideas you have that are important and feasible.

Feasibility

Regardless of how important an idea is, it's only as good as the resources you have to make it happen. Consider the resources you have and the resources you need to make it happen.

Tree map for country-wise site count

Pie chart for endangered vs safe sites

Area chart for region-based priority

Line chart for region-based priority

After you collaborate

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

Quick add-ons

- Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in docs, or save in your drive.

Keep moving forward

- Strategy blueprint**
Define the components of a new idea or strategy.
[Open the template](#)
- Customer experience journey map**
Understand customer needs, motivations, and obstacles for an experience.
[Open the template](#)
- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template](#)