

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	26 July 2025
Team ID	PNT2025TMID09700
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.

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

#### 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

▢

#### Team gathering

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

▢

#### Set the goal

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

▢

#### Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

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1

### Define your problem statement

Help UNESCO and stakeholders visualize, explore, and act on heritage site data via Tableau.

⌚ 5 minutes

PROBLEM

Help UNESCO and stakeholders visualize, explore, and act on heritage site data via Tableau.

Key rules of brainstorming

To run a 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

Map all sites by continent with filters for type (Cultural/Natural/Mixed)

Timeline showing when sites were inscribed

Bar chart comparing countries with most heritage sites

Person 2

Allow users to filter by country, type, year

Add hover tooltips with quick facts

Provide downloadable summary report option

Person 3

Use story points to highlight key details in heritage sites

Compare cultural vs natural sites over time

Visualize continent-wise heritage representation imbalance

Person 4

Some countries have incomplete data

Difficult to show density in small regions

Conveying historical richness in simple visuals

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 and break it up into smaller sub-groups.

🕒 20 minutes

Person 1 (Data Visualizer)

"Map by region with filters" "Timeline of site inscriptions" "Bar chart: top 10 countries"

Person 2 (User Experience Designer)

"Filter by country/type/year" "Search site name option" "Tooltips with quick info"

Person 3 (Storyteller / Insight Finder)

"Show lesser-known sites" "Add 'Did You Know?' box" "Visual story of endangered sites"

Person 4 (Problem-Solver / Opportunity Spotter)

"Some regions lack data" "Highlight risk from climate change" "Zoom needed for small areas"

## 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

 Facilitate

