Ideation Phase

Brainstorm & Idea Prioritization Template

Date	29 April 2023
Team ID	NM2023TMID00768
Project Name	Perinatal Health Risk
Maximum Mark	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.

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

Perinatal Health Risk Predictors Using Machine Learning

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.

2

Brainstorm

Write down any ideas that come to mind
that address your problem statement.

⏱ 10 minutes.

Person 1

Person 2

person 3

Person 4

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

Analysis of maternal health history

Analysis of environmental factors

Use of biomarkers

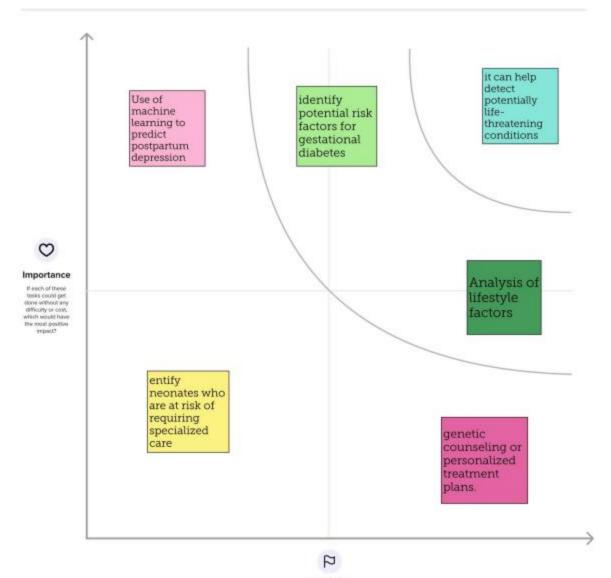Analysis of genetics and epigenetics

Analysis of lifestyle factors

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

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.)

- Use of machine learning to predict postpartum depression
- identify potential risk factors for gestational diabetes
- it can help detect potentially life-threatening conditions
- Analysis of lifestyle factors
- entify neonates who are at risk of requiring specialized care
- genetic counseling or personalized treatment plans.