

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	29 October 2023
Project Name	DRUG TRACEABILITY

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/empathy-map-canvas>

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.


[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

The problem at hand is to develop a robust and secure drug traceability system using blockchain technology. The goal is to create a transparent and immutable record of pharmaceutical product journey from the manufacturer to the end consumer.



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

Brainstorm

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

10 minutes

TIP You can select a sticky note and hit the pencil icon to edit it. (Switch to editing mode by clicking the pencil icon.)

Person 1

Person 2

Person 3

Person 4

Person 5

Person 6

Person 7

Person 8

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 big, break it up into smaller sub-groups.

20 minutes

TIP Add a customer story to sticky notes to make it easier to find, review, organize, and categorize important ideas and themes within your mural.

Blockchain integration in drug traceability provides security, transparency, and real-time monitoring. It ensures immutable records, automates processes, enhances patient safety, improves efficiency, aids compliance, enables global collaboration, streamlines recall management, and protects data privacy. This technology safeguards the pharmaceutical supply chain, benefiting both the industry and patient safety.

A drug verification app is vital for quickly confirming the authenticity of medications, enhancing patient safety, ensuring regulatory compliance, and maintaining trust in the pharmaceutical supply chain.

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.

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 letter pointer holding the H key on the keyboard.

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 slides, 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 →](#)

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