

IDEATION PHASE

BRAINSTROM & IDEA PRIORITIZATION

Date	13 September 2022
Team ID	PNT2022TMID33111
Project Name	Analytics for Hospitals Health-Care Data
Maximum Marks	4 Marks

Step 1:



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

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Need some inspiration?
See a finished version of this template to kickstart your work.

[Open example →](#)

1

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

[View details](#)

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

[View details](#)

2

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:

2

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 start drawing!

Kiren Kumar k
Shriprashna B
Praveen N
Ram Sanjay S

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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 customizable tags to sticky notes to make it easier to find, browse, organize and categorize ideas as themes within your mural.

Analysis Based on habit
Analyzing eating habits
Analyzing body movements
Analyzing how many times you move
Analyzing what you eat per day

Analysis Based on physical features
Identifying different types of body movements
Identifying different types of body shapes
Identifying gender

Analysis Based on lab results
Identifying different types of lab results
Identifying different types of lab reports
Identifying different types of lab tests

Analysis Based on sensor data
Analyzing sensor data
Analyzing sensor data for health
Identifying different types of sensor data

Analysis Based on intakes
Analyzing different types of intakes
Identifying different types of intakes
Identifying different types of intake levels

Analysis of diseases
Identifying different types of diseases
Identifying different types of disease symptoms
Identifying different types of disease treatments

Step 3:

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 cursor 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 none 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.)

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

A Share the mural

Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

B 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.

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