

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	4 November 2022
Team ID	PNT2022TMID04231
Project Name	Analytics for Hospitals' Health-Care Data
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



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](#) →



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 [your problem statement]?



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

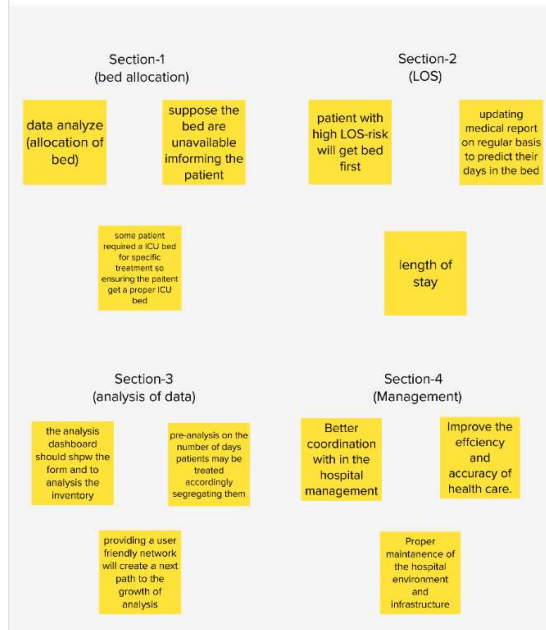
Jayayans R		Sarthosh Kumar			Karthiga J		Dishini Priya J		
interests	Reading fiction books, playing chess, hiking	Music (Rock & Indie), Traveling, Gardening	Art (Painting), Coding, Photography	Reading non-fiction books, Playing table tennis, Trekking	Reading fiction books, Playing table tennis, Trekking	Reading fiction books, Playing table tennis, Trekking	Reading fiction books, Playing table tennis, Trekking	Reading fiction books, Playing table tennis, Trekking	
favorite destinations	Paris, Rome, New York	Switzerland, Japan, Italy	Switzerland, Japan, Italy	Switzerland, Japan, Italy	Switzerland, Japan, Italy	Switzerland, Japan, Italy	Switzerland, Japan, Italy	Switzerland, Japan, Italy	
hobbies	Reading fiction books, playing chess, hiking	Music (Rock & Indie), Traveling, Gardening	Art (Painting), Coding, Photography	Reading non-fiction books, Playing table tennis, Trekking	Reading fiction books, Playing table tennis, Trekking	Reading fiction books, Playing table tennis, Trekking	Reading fiction books, Playing table tennis, Trekking	Reading fiction books, Playing table tennis, Trekking	
favorite authors	Stephen King, J.K. Rowling, George Orwell	Stephen King, J.K. Rowling, George Orwell	Stephen King, J.K. Rowling, George Orwell	Stephen King, J.K. Rowling, George Orwell	Stephen King, J.K. Rowling, George Orwell	Stephen King, J.K. Rowling, George Orwell	Stephen King, J.K. Rowling, George Orwell	Stephen King, J.K. Rowling, George Orwell	
favorite movies	Star Wars, The Godfather, Inception	Star Wars, The Godfather, Inception	Star Wars, The Godfather, Inception	Star Wars, The Godfather, Inception	Star Wars, The Godfather, Inception	Star Wars, The Godfather, Inception	Star Wars, The Godfather, Inception	Star Wars, The Godfather, Inception	
favorite TV shows	Game of Thrones, Breaking Bad, The Walking Dead	Game of Thrones, Breaking Bad, The Walking Dead	Game of Thrones, Breaking Bad, The Walking Dead	Game of Thrones, Breaking Bad, The Walking Dead	Game of Thrones, Breaking Bad, The Walking Dead	Game of Thrones, Breaking Bad, The Walking Dead	Game of Thrones, Breaking Bad, The Walking Dead	Game of Thrones, Breaking Bad, The Walking Dead	
favorite books	The Hobbit, The Lord of the Rings, The Silmarillion	The Hobbit, The Lord of the Rings, The Silmarillion	The Hobbit, The Lord of the Rings, The Silmarillion	The Hobbit, The Lord of the Rings, The Silmarillion	The Hobbit, The Lord of the Rings, The Silmarillion	The Hobbit, The Lord of the Rings, The Silmarillion	The Hobbit, The Lord of the Rings, The Silmarillion	The Hobbit, The Lord of the Rings, The Silmarillion	
favorite songs	Billie Eilish, Taylor Swift, Ed Sheeran	Billie Eilish, Taylor Swift, Ed Sheeran	Billie Eilish, Taylor Swift, Ed Sheeran	Billie Eilish, Taylor Swift, Ed Sheeran	Billie Eilish, Taylor Swift, Ed Sheeran	Billie Eilish, Taylor Swift, Ed Sheeran	Billie Eilish, Taylor Swift, Ed Sheeran	Billie Eilish, Taylor Swift, Ed Sheeran	
favorite artists	Van Gogh, Picasso, Rembrandt	Van Gogh, Picasso, Rembrandt	Van Gogh, Picasso, Rembrandt	Van Gogh, Picasso, Rembrandt	Van Gogh, Picasso, Rembrandt	Van Gogh, Picasso, Rembrandt	Van Gogh, Picasso, Rembrandt	Van Gogh, Picasso, Rembrandt	
favorite foods	Pasta, Pizza, Sushi, Burgers	Pasta, Pizza, Sushi, Burgers	Pasta, Pizza, Sushi, Burgers	Pasta, Pizza, Sushi, Burgers	Pasta, Pizza, Sushi, Burgers	Pasta, Pizza, Sushi, Burgers	Pasta, Pizza, Sushi, Burgers	Pasta, Pizza, Sushi, Burgers	
favorite drinks	Coffee, Tea, Wine, Juice	Coffee, Tea, Wine, Juice	Coffee, Tea, Wine, Juice	Coffee, Tea, Wine, Juice	Coffee, Tea, Wine, Juice	Coffee, Tea, Wine, Juice	Coffee, Tea, Wine, Juice	Coffee, Tea, Wine, Juice	
favorite games	Chess, Go, Poker, Blackjack	Chess, Go, Poker, Blackjack	Chess, Go, Poker, Blackjack	Chess, Go, Poker, Blackjack	Chess, Go, Poker, Blackjack	Chess, Go, Poker, Blackjack	Chess, Go, Poker, Blackjack	Chess, Go, Poker, Blackjack	
favorite sports	Football, Basketball, Tennis, Baseball	Football, Basketball, Tennis, Baseball	Football, Basketball, Tennis, Baseball	Football, Basketball, Tennis, Baseball	Football, Basketball, Tennis, Baseball	Football, Basketball, Tennis, Baseball	Football, Basketball, Tennis, Baseball	Football, Basketball, Tennis, Baseball	
favorite animals	Dogs, Cats, Birds, Fish	Dogs, Cats, Birds, Fish	Dogs, Cats, Birds, Fish	Dogs, Cats, Birds, Fish	Dogs, Cats, Birds, Fish	Dogs, Cats, Birds, Fish	Dogs, Cats, Birds, Fish	Dogs, Cats, Birds, Fish	
favorite plants	Roses, Tulips, Daisies, Sunflowers	Roses, Tulips, Daisies, Sunflowers	Roses, Tulips, Daisies, Sunflowers	Roses, Tulips, Daisies, Sunflowers	Roses, Tulips, Daisies, Sunflowers	Roses, Tulips, Daisies, Sunflowers	Roses, Tulips, Daisies, Sunflowers	Roses, Tulips, Daisies, Sunflowers	
favorite colors	Blue, Green, Yellow, Red	Blue, Green, Yellow, Red	Blue, Green, Yellow, Red	Blue, Green, Yellow, Red	Blue, Green, Yellow, Red	Blue, Green, Yellow, Red	Blue, Green, Yellow, Red	Blue, Green, Yellow, Red	
favorite seasons	Spring, Summer, Autumn, Winter	Spring, Summer, Autumn, Winter	Spring, Summer, Autumn, Winter	Spring, Summer, Autumn, Winter	Spring, Summer, Autumn, Winter	Spring, Summer, Autumn, Winter	Spring, Summer, Autumn, Winter	Spring, Summer, Autumn, Winter	
favorite months	April, May, June, July, August, September, October, November, December	April, May, June, July, August, September, October, November, December	April, May, June, July, August, September, October, November, December	April, May, June, July, August, September, October, November, December	April, May, June, July, August, September, October, November, December	April, May, June, July, August, September, October, November, December	April, May, June, July, August, September, October, November, December	April, May, June, July, August, September, October, November, December	
favorite days of the week	Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday	Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday	Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday	Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday	Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday	Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday	Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday	Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday	
favorite times of the day	Morning, Afternoon, Evening, Night	Morning, Afternoon, Evening, Night	Morning, Afternoon, Evening, Night	Morning, Afternoon, Evening, Night	Morning, Afternoon, Evening, Night	Morning, Afternoon, Evening, Night	Morning, Afternoon, Evening, Night	Morning, Afternoon, Evening, Night	
favorite places	Beach, Mountains, City, Countryside	Beach, Mountains, City, Countryside	Beach, Mountains, City, Countryside	Beach, Mountains, City, Countryside	Beach, Mountains, City, Countryside	Beach, Mountains, City, Countryside	Beach, Mountains, City, Countryside	Beach, Mountains, City, Countryside	
favorite people	Family, Friends, Acquaintances	Family, Friends, Acquaintances	Family, Friends, Acquaintances	Family, Friends, Acquaintances	Family, Friends, Acquaintances	Family, Friends, Acquaintances	Family, Friends, Acquaintances	Family, Friends, Acquaintances	
favorite things	Travel, Art, Music, Food, Nature	Travel, Art, Music, Food, Nature	Travel, Art, Music, Food, Nature	Travel, Art, Music, Food, Nature	Travel, Art, Music, Food, Nature	Travel, Art, Music, Food, Nature	Travel, Art, Music, Food, Nature	Travel, Art, Music, Food, Nature	
favorite activities	Reading, Writing, Drawing, Painting, Gardening	Reading, Writing, Drawing, Painting, Gardening	Reading, Writing, Drawing, Painting, Gardening	Reading, Writing, Drawing, Painting, Gardening	Reading, Writing, Drawing, Painting, Gardening	Reading, Writing, Drawing, Painting, Gardening	Reading, Writing, Drawing, Painting, Gardening	Reading, Writing, Drawing, Painting, Gardening	
favorite places to visit	Paris, Rome, New York, London, Tokyo	Paris, Rome, New York, London, Tokyo	Paris, Rome, New York, London, Tokyo	Paris, Rome, New York, London, Tokyo	Paris, Rome, New York, London, Tokyo	Paris, Rome, New York, London, Tokyo	Paris, Rome, New York, London, Tokyo	Paris, Rome, New York, London, Tokyo	
favorite things to do	Travel, Art, Music, Food, Nature	Travel, Art, Music, Food, Nature	Travel, Art, Music, Food, Nature	Travel, Art, Music, Food, Nature	Travel, Art, Music, Food, Nature	Travel, Art, Music, Food, Nature	Travel, Art, Music, Food, Nature	Travel, Art, Music, Food, Nature	
favorite people to meet	Family, Friends, Acquaintances	Family, Friends, Acquaintances	Family, Friends, Acquaintances	Family, Friends, Acquaintances	Family, Friends, Acquaintances	Family, Friends, Acquaintances	Family, Friends, Acquaintances	Family, Friends, Acquaintances	
favorite things to see	Travel, Art, Music, Food, Nature	Travel, Art, Music, Food, Nature	Travel, Art, Music, Food, Nature	Travel, Art, Music, Food, Nature	Travel, Art, Music, Food, Nature	Travel, Art, Music, Food, Nature	Travel, Art, Music, Food, Nature	Travel, Art, Music, Food, Nature	
favorite places to live	Paris, Rome, New York, London, Tokyo	Paris, Rome, New York, London, Tokyo	Paris, Rome, New York, London, Tokyo	Paris, Rome, New York, London, Tokyo	Paris, Rome, New York, London, Tokyo	Paris, Rome, New York, London, Tokyo	Paris, Rome, New York, London, Tokyo	Paris, Rome, New York, London, Tokyo	
favorite things to have	Travel, Art, Music, Food, Nature	Travel, Art, Music, Food, Nature	Travel, Art, Music, Food, Nature	Travel, Art, Music, Food, Nature	Travel, Art, Music, Food, Nature	Travel, Art, Music, Food, Nature	Travel, Art, Music, Food, Nature	Travel, Art, Music, Food, Nature	
favorite people to be with	Family, Friends, Acquaintances	Family, Friends, Acquaintances	Family, Friends, Acquaintances	Family, Friends, Acquaintances	Family, Friends, Acquaintances	Family, Friends, Acquaintances	Family, Friends, Acquaintances	Family, Friends, Acquaintances	
favorite things to do with	Travel, Art, Music, Food, Nature	Travel, Art, Music, Food, Nature	Travel, Art, Music, Food, Nature	Travel, Art, Music, Food, Nature	Travel, Art, Music, Food, Nature	Travel, Art, Music, Food, Nature	Travel, Art, Music, Food, Nature	Travel, Art, Music, Food, Nature	
favorite places to go	Paris, Rome, New York, London, Tokyo	Paris, Rome, New York, London, Tokyo	Paris, Rome, New York, London, Tokyo	Paris, Rome, New York, London, Tokyo	Paris, Rome, New York, London, Tokyo	Paris, Rome, New York, London, Tokyo	Paris, Rome, New York, London, Tokyo	Paris, Rome, New York, London, Tokyo	

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



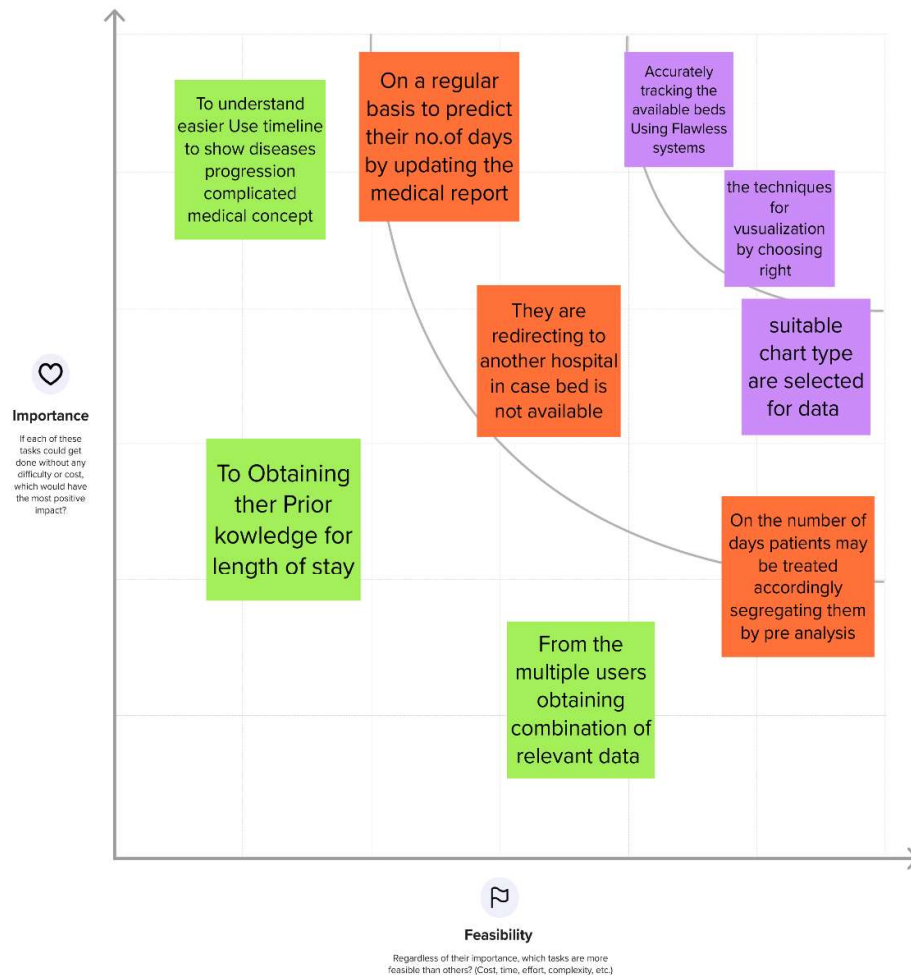
Step-3: Idea Prioritization

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



→

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.
[Open the template →](#)

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