


# Ideation Phase

## Brainstorm & Idea Prioritization Template




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### 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

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 **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

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


**B Set the goal**  
Think about the problem you'll be focusing on solving in the brainstorming session.

**C 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

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**PROBLEM**

Analyzing the people with symptoms like fainting, chest tightness, chest pain, shortness of breathe, slow/fast heartbeat and predicting heart disease in them.

**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: Brainstorm, Idea Listing and Grouping

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### 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 (switch to sketch) icon to start drawing!

Person 1

- The diagnosis of heart disease is based on signs, symptoms and physical examination of the patient.
- Tests to diagnose heart disease may include ECG, blood monitoring, medical ultrasound, heart CT scan.
- A structural test also called a lipid panel measures the fat in the blood. The measurement can help in determining the heart attack.
- Exercise test (stress test) is a test that can predict whether someone is at high risk of coronary artery disease. It is done by having the patient do some physical activity while wearing the heart rate monitor.

**Person 2**

Heart diseases describe a range of conditions from mild to severe

Lifestyle activities like high cholesterol, obesity and hypertension can increase the risk of heart disease. In many cases

Implementing effective heart attack prevention using Naïve Bayes algorithm

Some advanced data-mining techniques can be used for prediction and analyses of heart diseases

**Person 3**

- If a person working in IT industry must check their body for the signs of heart disease.
- Person with smoking history may have chances of heart disease.
- Heart disease can be predicted or diagnosed with the help of ECG machine.
- Heart disease treatment also starts with diet modification. These include eating a healthy diet, exercising regularly, quitting smoking and managing stress.

**Person 4**

- Heart disease can be predicted based on signs, symptoms and physical test of the patient.
- ECG is a quick and painless test to diagnose the heart disease.
- Stress test programs are conducted by government to predict heart disease.
- In advance wireless devices are used to detect heart disease.

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### 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

Heart disease can be prevented.

Next disease can be predicted and diagnosed with the help of K-means clustering.

Next,  $\beta_{\text{mean}}$  can be predicted and

Person with smoking history may have chance of heart disease.

Person with smoking history may have

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add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

## 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

