

IDEATION PHASE
BRAINSTORM & IDEA PRIORITIZATION

Date	13 September 2022
Team ID	PNT2022TMID04905
Project Name	Analytics for Hospitals Health-Care Data
Maximum Marks	4 Marks

Step 1:

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

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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

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

PROBLEM

How might we [your problem statement]?

Key rules of brainstorming

To run a smooth and productive session

Stay in topic.

Defer judgment.

Go for volume.

Encourage wild ideas.


Listen to others.

If possible, be visual.

Need some inspiration?

See a finished version of this template to kickstart your work.

Open example ➔



[illegible]

Step 3:

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

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 laser 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.

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 →](#)

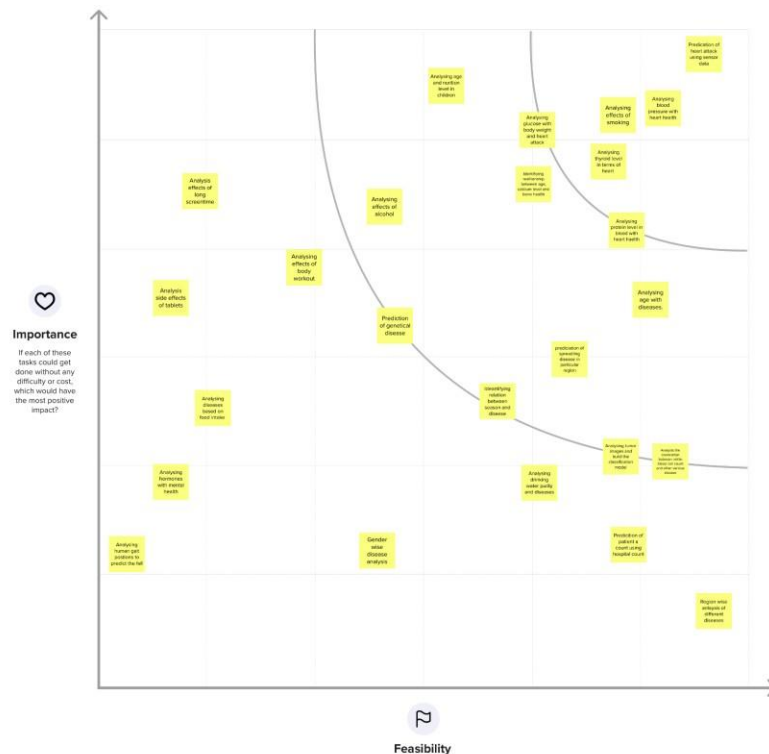
 Customer experience journey map
Understand customer needs, motivations, and obstacles for an experience.

[Open the template →](#)

 **Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

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Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

