


IDEATION PHASE

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 an 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 limited version of this template to kickstart your work.

Open example ➔

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 [switch to sketch] icon to start drawing!

Kirankumar k

- Analysing effects of smoking
- Assessing the role of genetic factors in heart health
- Analysing age with diabetes
- Analysing human gut microbiota to predict the risk of IBD
- Identifying genetic factors associated with disease
- Identifying pathways between drug treatments and bone health
- Analysing changes in blood pressure

Shriprasanna B

analysing effect of glycolol	analysing future with body weight and heart health	analysing age and malnutrition level in children
prediction of genetical disease	prediction of heart attack using variables	prediction of cervical disease using particle engine

Praveen N

Analysis of effects of body workload	estimating power-law fit (stress with heart-beats)	prediction of patient count using hospital A&Os
Developing a new strategy to build the decision support model	Regression analysis of patients' diagnoses	Integrating a new decision support model in the decision process

Ram Sanjay S

Analyzing effects of long procedures	Analyzing social pressure with teamwork	Analyzing side effects of tobacco
Analyzing aging water purity and diseases	Gender with physical analysis	Analyzing hormones with mental health

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 important ideas as themes within your mural.

Analysis Based on habit

- Analysing effects of smoking
- Analysing effects of body workout
- Analysing effects of long screentime
- Analysing human gut problems to predict the fall
- Analysis of effects of alcohol

Analysis Based on physical features

Analysing age with diabetes	Investigating relationships between age, cortisol levels and sleep levels	Analysing age and cortisol levels in children
Prediction of gonorrhea disease	Gender wise disease signs	

Analysis Based on lab results

Analysing clinical research in terms of health needs	Analysing clinical research in terms of health needs	Analysing economic research with market health
Analysing economic research with market health	Analysing clinical research in terms of health needs	Analysing clinical research in terms of health needs

Analysis Based on sensor data

Analyzing blood pressure with heart health	Analyze glucose with body weight and heart health	Detection of heart attack using serum BNP
		

Analysis Based on Intakes

Analysing
the effect
of water pump
and climate

Analysis of diseases

Prediction of patient count using historical data	Region-wise analysis of 4 Patient categories	Prediction of remaining duration in a particular region
Identifying similarity between source and destination		



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.

Importance
If each 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.
[Open the template →](#)

C **Share template feedback**