Ideation Phase
Brainstorm & Idea Prioritization Template

Date	11 October 2023
Team ID	
Project Name	Depression: A Common Mental Disorder
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

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.

Reference: https://www.mural.co/templates/empathy-map-canvas

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕐 10 minutes

Person 1

Online Support Communities	Mental Health Education	Workplace Wellness Programs	Teletherapy Services	Mobile Apps for Mental Health

Person 2

Crisis Text Lines	Peer Support Groups	Meditation and Mindfulness Programs	Outdoor Activities and Nature Therapy	Social Connection Initiatives

Person 3

Improved Access to Medication	Online Self-Help Resource	Mental Health Screening and Early Intervention	Coping Skills Workshops	Art and Music Therapy Programs

Person 4

Healthcare Integration	Community Outreach and Awareness Campaign	Volunteer Opportunities	24/7 Crisis Helplines	Research and Innovation

Step-3: Group Idea

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 and break it up into smaller sub-groups.

⏱ 20 minutes

Online Support Communities

Online Self-Help Resource

Community Outreach and Awareness Campaign

Mental Health Education

An integrated platform that offers an online support community, mental health education, mobile apps for mental health, and online self-help resources to empower individuals in their mental health journey

Mobile Apps for Mental Health

Social Connection Initiatives

Outdoor Activities and Nature Therapy

Art and Music Therapy Programs

Coping Skills Workshops

Promoting holistic well-being through a comprehensive initiative that combines social connections, outdoor activities and nature therapy, art and music, and coping skills workshops.
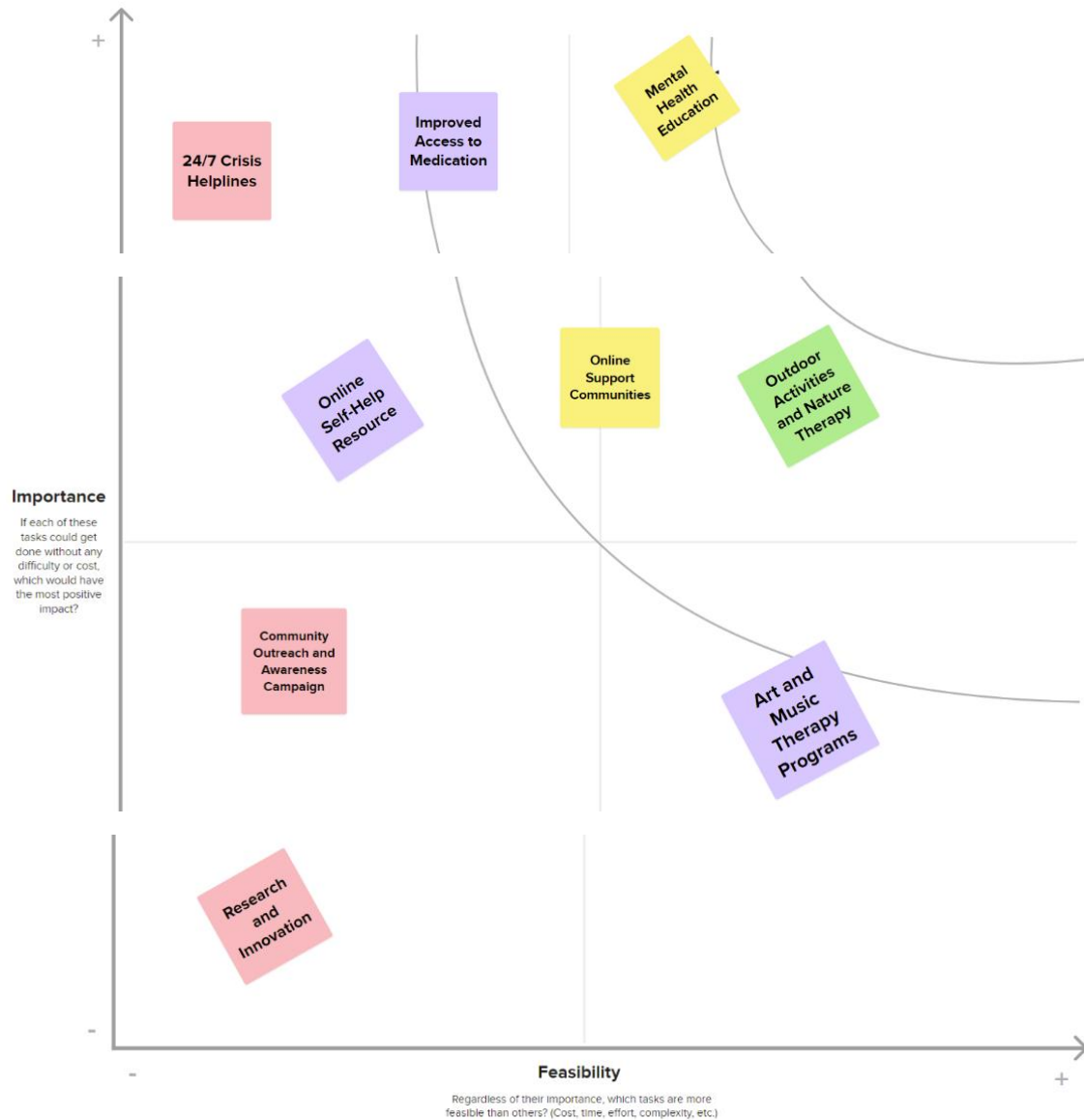
Step 4: Priority

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

+

24/7 Crisis Helplines

Improved Access to Medication

Mental Health Education

Online Self-Help Resource

Online Support Communities

Outdoor Activities and Nature Therapy

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Community Outreach and Awareness Campaign

Art and Music Therapy Programs

Research and Innovation

-

Feasibility

- +

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

STEP 5: OVERVIEW