

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	25 OCTOBER 2023
Team ID	NM2023TMID03956
Project Name	DRUG TRACEABILITY
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

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

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](#) →

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

The pharmaceutical industry faces a growing challenge in ensuring drug traceability and authenticity throughout the supply chain. Counterfeit drugs, substandard quality medications, and unauthorized distribution pose significant risks to patient safety and undermine the integrity of the industry. Current traceability systems, while effective to some extent, lack transparency, efficiency, and security. Blockchain technology has the potential to address these issues, but there is a need for a comprehensive solution that leverages blockchain to enable end-to-end drug traceability. The problem statement is to develop a robust and scalable blockchain-based system for drug traceability that ensures the authenticity, quality, and secure distribution of pharmaceutical products while maintaining compliance with regulatory requirements. This system should consider the unique challenges and complexities of the pharmaceutical supply chain, including multiple stakeholders, data privacy, regulatory variations across regions, and the need for real-time visibility and accountability.

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 finished version of this template to kickstart your work.

[Open example](#) →

Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm

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

10 minutes

oaym

Each pharmaceutical product is assigned a unique QR code. The QR code is used to verify the authenticity of a product and ensure its safety. The QR code is also used to track the product's journey from the manufacturer to the patient.

Every transaction from manufacturer to distributor to pharmacist is recorded on the blockchain. This ledger is decentralized, secure, and tamper-resistant.

All stakeholders have access to real-time data. This includes production data, batch numbers, transportation routes, and storage conditions.

Pharmaceutical companies can verify the authenticity and quality of their supplies, ensuring they source raw materials and ingredients from trustworthy sources.

While the data is shared among stakeholders, patient data and confidential information remain secure and compliant with privacy regulations.

murugan

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sudharan

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naveenkumar

The system can automatically generate reports and data, ensuring that all relevant parties are up-to-date on the supply chain's status.

The supply chain becomes more efficient, reducing waste and ensuring that drugs are delivered to the right place at the right time.

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

FEATURES:

- Each pharmaceutical product is assigned a unique QR code. The QR code is used to verify the authenticity of a product and ensure its safety. The QR code is also used to track the product's journey from the manufacturer to the patient.
- Every transaction from manufacturer to distributor to pharmacist is recorded on the blockchain. This ledger is decentralized, secure, and tamper-resistant.
- All stakeholders have access to real-time data. This includes production data, batch numbers, transportation routes, and storage conditions.
- Pharmaceutical companies can verify the authenticity and quality of their supplies, ensuring they source raw materials and ingredients from trustworthy sources.

BENEFITS:

- The supply chain becomes more efficient, reducing waste and ensuring that drugs are delivered to the right place at the right time.
- Patients can be confident in the authenticity and safety of their medication, reducing the risk of harm from counterfeit drugs.
- The data generated can be analyzed to optimize supply chain operations and enhance drug distribution.
- Companies adopting this technology can build trust and a strong reputation for quality and safety in the pharmaceutical industry.

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

Importance

If each of these ideas is implemented, it will significantly impact the supply chain's efficiency and security.

Feasibility

Regardless of their importance, some ideas are more difficult to implement than others.

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.
- Export the mural** Export a copy of the mural as a PNG or PDF to attach to emails, or share it on social media.

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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