

Ideation Phase

Brainstorm & Idea Prioritization

Date	29 June 2025
Team ID	LTVIP2025TMID58951
Project Name	Docspot: Seamless Appointment Booking For Health
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/brainstorm-and-idea-prioritization>

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
- 3-6 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. Who is responsible for the session or for work around?
- Set the goal**
What should the priorities be? Don't focus on solving the problem, just brainstorming.
- Learn how to use the facilitation tools**
Use the facilitation tools to run a happy and productive session.

Define your problem statement

Scheduling a medical appointment can be time-consuming, confusing, and inefficient.

- 10 minutes

Reasons

- Patients often have to wait weeks, lack of availability, and doctor availability, or struggle with finding a good doctor to see.

Key rules of brainstorming

To run an smooth and productive session:

- Stay on topic
- Encourage wild ideas
- No criticism or judgment
- Quantity over quality
- Build on the ideas of others
- It's not about the idea, it's about the person who came up with it

Read more inspiration?

Get a full view of the template and see how it can be used in your own sessions.





Group ideas

We aim to streamline this process by providing a seamless, user-friendly platform for patients to discover, compare, and book appointments with healthcare professionals instantly.

🕒 20 minutes

TIP

- Real-time availability
- Location-based search

TIP

- Doctor Notes system: inquiries, etc.
- Appointment reminders
- Patient reviews and rating

TIP

- Emergency bookings
- Family member booking
- AI recommendations



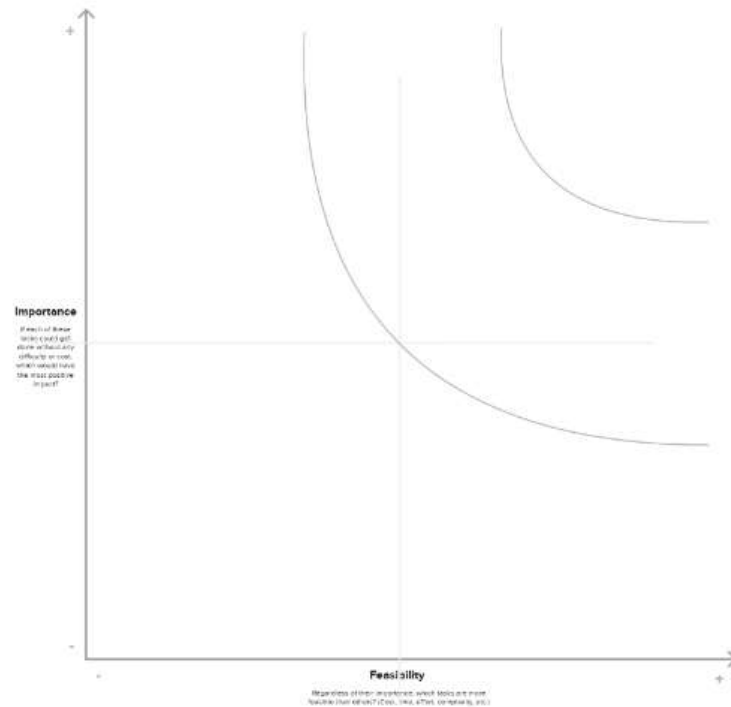
Step-3: Idea Prioritization



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



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.

Export the mural
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save to your drive.

Keep moving forward

Strategy blueprint
Outline 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 →](#)

