

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	21 October 2023
Team ID	NM2023TMID06560
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

PROBLEM

How might we [your problem statement]?

Key rules of brainstorming

To run a smooth and productive session

🗣️ Stay in topic.

💡 Encourage wild ideas.

🙊 Defer judgment.

👂 Listen to others.

🗣️ Go for volume.

👁️ If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

10 minutes

TP

You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

Person 1

In this section, we present and discuss two blockchain-based architectures to fulfil important requirements for drug traceability

The proposed architectures are based on two blockchain platforms namely, Hyperledger Fabric and Hyperledger Sawtooth. They provide higher degree of trust, decentralization, transparency, privacy, security, data integrity, deployment, modularity and scalability when compared to other blockchain platforms such as Ethereum, Quorum, BigChain, etc

These architectures can be key enablers for creating private permissioned blockchain ecosystems where pharmaceutical stakeholders and their end-users are registered, controlled, and regulated by a regulating authority or a group of authorities/stakeholders.

Person 2

The two proposed architectures and their respective transaction flows are described in the following subsections, followed by in-depth technical comparison.

Hyperledger Fabric is a platform providing distributed ledger solutions, underpinned by a modular architecture delivering high degrees of confidentiality, resiliency, flexibility and scalability

It is an enterprise grade DLT based on blockchain technology that uses smart contracts to enforce trust between multiple parties.

Person 3

Hyperledger Fabric eliminates the concept of mining, but still keeps the good properties of a typical cryptocurrency blockchain (such as Bitcoin, Ethereum) like: block immutability, order of events determinism, prevention of double spending, etc.

Hyperledger Fabric has been confirmed to offer superior transaction throughput, up to several thousand transactions per second.

These characteristics, among other that will be described below, make Hyperledger Fabric a perfectly suitable candidate for complex supply chain systems with multiple physical and logical processes and parties

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

TP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mind.

Hyperledger Fabric is a platform providing distributed ledger solutions, underpinned by a modular

architecture delivering high degrees of confidentiality, resiliency, flexibility and scalability. It is an

enterprise grade DLT based on blockchain technology that uses smart contracts to enforce trust

between multiple parties. Hyperledger Fabric eliminates the concept of mining, but still keeps the

good properties of a typical cryptocurrency blockchain (such as Bitcoin, Ethereum) like: block

Immutability, order of events determinism, prevention of double spending, etc. Hyperledger Fabric

has been confirmed to offer superior transaction throughput, up to several thousand transactions

per second.³¹ These characteristics, among other that will be described below, make Hyperledger

Fabric a perfectly suitable candidate for complex supply chain systems with multiple physical and

logical processes and parties. By using general purpose programming languages (Java, Go, NodeJS)

to develop smart contracts, the adoption bar for this technology is lower than for others using dedicated programming languages (e.g. Solidity in Ethereum).

The Hyperledger Fabric drug traceability architecture proposed in this paper provides an initial

design of an enterprise-level blockchain-based supply chain system, where different stakeholders in

the pharmaceutical supply chain are identified, their relationships established using different channels

to provide medium privacy, confidentiality, and data security. A concept of channels is unique to

Hyperledger Fabric. Channels offer clear separation of business logic and data privacy policies

between different stakeholders operating in the same system. By default, Hyperledger Fabric provides

a secure and transparent crash-fault tolerant transaction ordering for ensuring deterministic recording

of events, secure communication and reliable exchange of medication related transactions amongst a

group of trusted stakeholders.³² This helps to create a consistent track-and-trace provenance system

to ward off counterfeit medications in PSC. The proposed blockchain architecture introduces a new

modular approach to provide high levels of flexibility, resiliency, scalability, and privacy.

In the proposed Hyperledger Fabric architecture a permissioned private blockchain network is

created where all the participating organizations (pharmaceutical stakeholders) and their end-users

are identified and registered by the Health Authority using the membership service provider (MSP)

component of Hyperledger Fabric. The MSP component is pluggable—it can be the Certificate

Step-3: Idea Prioritization

4

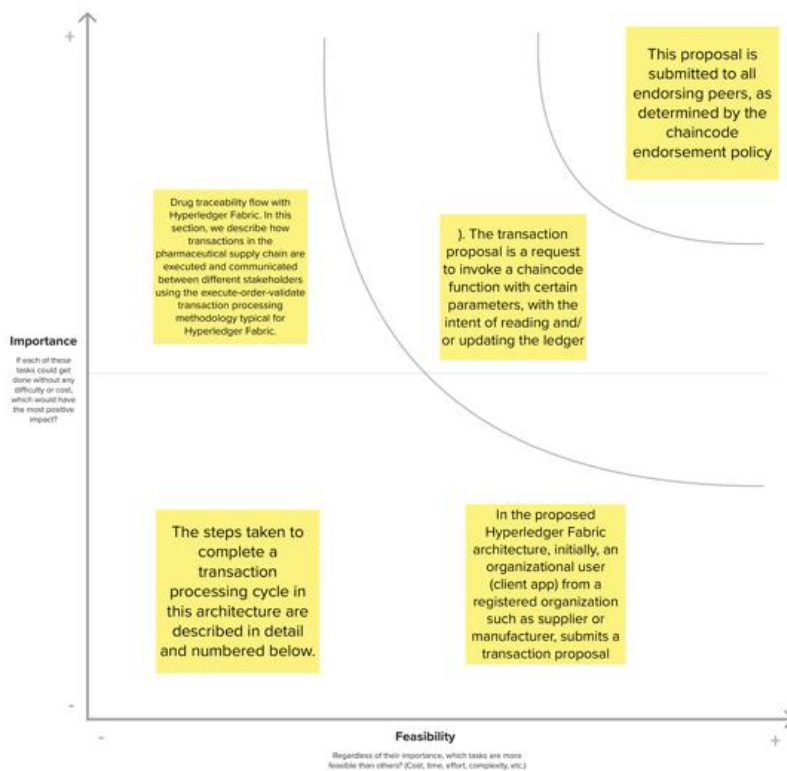
Prioritize

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

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.



5

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 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 →](#)

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