

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	26 OCTOBER 2023
Team ID	NM2023TMID11722
Project Name	DRUGTRACEABILITY
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.

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#### 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

**HARIPRASATH S G**

**NITHIN S**

**SANJAI R**

**SUNNY KUMAR JAISWAL**

**TIP**

You can select a sticky note and hit the arrow button to stick it (soon to start drawing!)

### 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

**TIP**

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as they're written your mural.

## 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 cursor 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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