

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	23 December 2025
Team ID	
Project Name	MediCareBook – Doctor appointment booking
Maximum Marks	4 Marks

Step-1: The Problem Statement

1

Define your problem statement

Patients often struggle to book doctor appointments due to long waiting times, lack of verified doctors, poor communication, and unreliable booking systems. This results in missed consultations, delayed treatment, and frustration for both patients and doctors.

⌚ 5 minutes

PROBLEM
How might we help patients easily find verified doctors and book appointments smoothly without delays, confusion, or inconvenience?



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

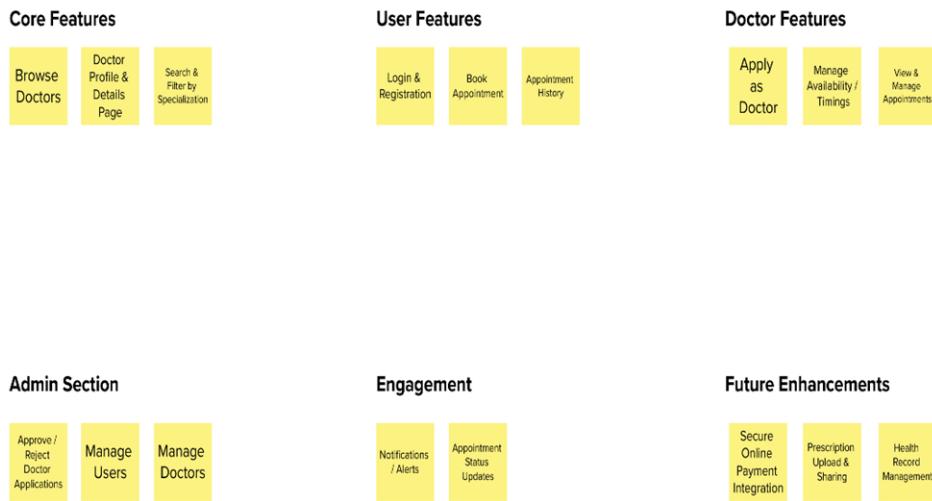
Brainstorm

- Search & filter doctors by specialization
- Patient registration & login
- Doctor registration & approval workflow
- Appointment booking system
- Appointment status tracking (Pending / Approved / Rejected)
- Admin dashboard to manage users & doctors



Group ideas

We prioritized ideas using an Impact vs. Feasibility Matrix. High-impact and feasible ideas included doctor approval management, appointment booking, and user authentication. Features like notifications and appointment status updates were also prioritized due to their direct impact on user experience. More advanced ideas such as online payments, prescription sharing, and video consultation were marked for future implementation.



Step-3: Idea Prioritization

4

Prioritize

- **High Impact & Low Effort:** Doctor browsing, Appointment booking, Admin doctor approval & management
- **High Impact & High Effort:** Secure online payment, Video consultation
- **Nice to Have:** Reviews & ratings, Appointment history, Notification & reminder system

