


## Ideation Phase Brainstorm & Idea Prioritization

Date	06 May 2023
Team ID	NM2023TMID15405
Project Name	Identifying Perinatal Health Risks using Machine Learning Techniques
Maximum Marks	4 Marks

### Brainstorm & 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
- 👥 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

A

Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B

Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

C

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

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### 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

Advances in public health and medical care have improved pregnancy and birth outcomes, but perinatal health is still a public health concern. Artificial Intelligence can be used to improve perinatal health by predicting preterm birth, birthweight, preeclampsia, mortality, hypertensive disorders, and postpartum depression. AI can also be used to monitor fetal health and diagnose birth defects.



#### 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

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## Brainstorm

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

10 minutes

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

Person 1	Person 2	Person 3	Person 4
<div>Improve access to prenatal care</div> <div>Screen pregnant women about fetal health early in pregnancy</div> <div>Screen pregnant women about fetal health early in pregnancy</div>	<div>Screen for genetic disorders</div> <div>Screen for genetic disorders</div> <div>Screen for genetic disorders</div>	<div>Screen for genetic disorders</div> <div>Screen for genetic disorders</div> <div>Screen for genetic disorders</div>	<div>Screen for genetic disorders</div> <div>Screen for genetic disorders</div> <div>Screen for genetic disorders</div>
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## 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 themes within your mural.

All women should have access to affordable and quality prenatal care. This includes ensuring that women have access to transportation to and from appointments, as well as access to providers who speak their language and understand their cultural needs.

Genetic screening can help to identify women who are at risk for having a child with a birth defect. Healthcare providers should work to make genetic screening available to all women, regardless of their income or insurance status.

More research is needed to improve our understanding of perinatal health and to develop new and better ways to care for women and babies. Healthcare providers should support research that will lead to improvements in perinatal health care.

## Step-3: Idea Prioritization

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## 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.

