

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	LTVIP2025TMID20377
Project Name	Docspot
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

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  
👤 2-5 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

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

🕒 5 minutes

PROBLEM

Patients often face long wait times, lack of visibility into doctor availability, or struggle with finding trusted healthcare professionals.

Key rules of brainstorming

To run an smooth and productive session

🗣️ Stay in topic


💡 Encourage wild ideas

🚫 Defer judgment

👂 Listen to others

🗣️ Go for volume

👁️ If possible, be visual



#### Need some inspiration?

Here is a list of previous sessions of this course and its facilitation tools.

[Open examples](#) →

## Step-2: Brainstorm, Idea Listing and Grouping

2

### 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 edit mode) to start drawing!

Person 1

Define your problem		
---------------------	--	--

Person 2

Team members and roles		
------------------------	--	--

Person 3

Emergency team break mode		
---------------------------	--	--

Person 4

Assessment of resources via GPS data		
--------------------------------------	--	--

Type your heading...

Type your heading...



3

### 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 filters (gender, language, etc.)
- Appointment reminders
- Patient reviews and ratings

#### TIP

- Emergency booking
- Family member booking
- AI recommendations



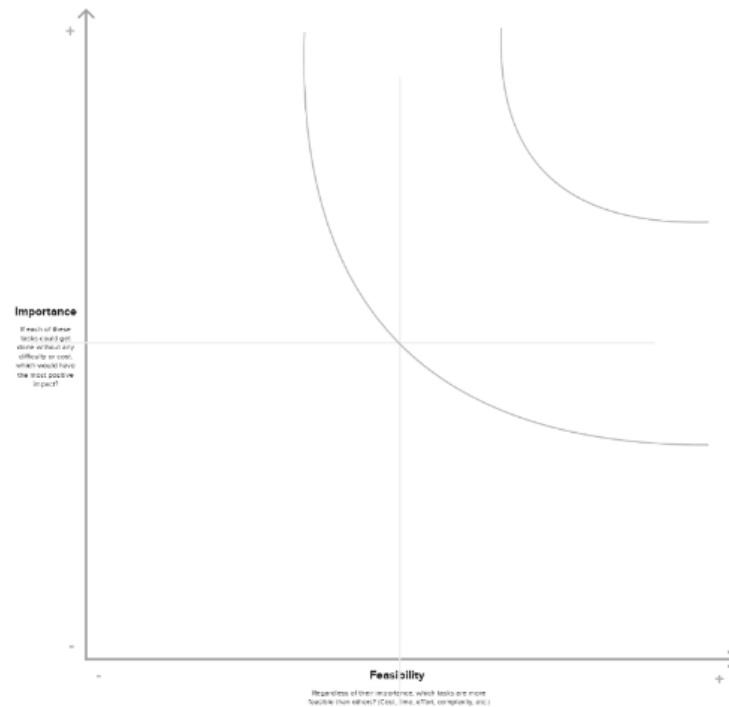
## Step-3: Idea Prioritization

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



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 to 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 →](#)

