

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	26 October 2023
Team ID	NM2023TMID03791
Project Name	Project- 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



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.

[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 an 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

K. LEENA: Its importance in ensuring the safety and authenticity of pharmaceutical products

E. KAVYA: Give each participant a chance to share their understanding of drug traceability and why they believe it is crucial in the pharmaceutical industry

S. SABERA: Encourage participants to discuss any personal experiences or concerns they have related to drug traceability

V. VIJAYA SHREE: Encouraging patient safety by reducing the risk of counterfeit drugs

TP: You can select a sticky note and hit the pencil (switch to editing) icon 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

Cluster 1: Organize a hackathon or innovation challenge focused on developing solutions for drug traceability

Cluster 2: Divide participants into teams and provide them with a specific problem statement or challenge related to drug traceability

Cluster 3: Encourage teams to leverage emerging technologies like blockchain, IoT, or AI to address the traceability needs effectively

Cluster 4: Encourage participants to discuss any personal experiences or concerns they have related to drug traceability

TP: Add customizable tags to sticky notes to make it easier to find, format, organize, and categorize important ideas as themes within your mural.

Step-3: Idea Prioritization

3

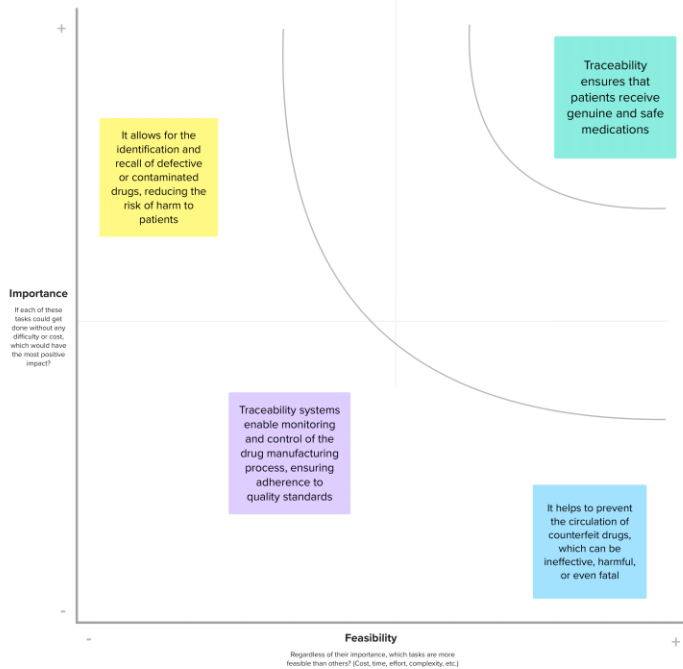
Prioritize

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

Part cipants 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.



4

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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