

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	4 November 2023
Team ID	NM2023TMID11309
Project Name	Drug Traceability

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



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](#) →



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

Drug traceability solutions can be expensive to implement and maintain. The regulatory environment for drug traceability is still evolving. This uncertainty can make it difficult for businesses to make decisions about how to implement drug traceability solutions.



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.

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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 in the panel search by photo (can't do that drawing!)

Senthosa

Blockchain is a decentralized ledger that can be used to track the movement of drugs throughout the supply chain.

Sahaja Abhishek Jain

Mobile apps can be used to track drug inventory and movement in real time.

Divya

Sensors can be used to monitor the temperature and humidity of drugs in transit and storage.

Effin Raj

Stakeholders could be offered financial incentives to adopt drug traceability solutions.

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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 custom note tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mind.

Blockchain is a decentralized ledger that can be used to track the movement of drugs throughout the supply chain.

Mobile apps can be used to track drug inventory and movement in real time.

RFIDs can be used to track the prescription and dispensing of drugs to patients.

ML can be used to predict drug shortages.

It involves assigning a unique serial number to each drug package.

Sensors can be used to monitor the temperature and humidity of drugs in transit and storage.

Stakeholders could be offered financial incentives to adopt drug traceability solutions.

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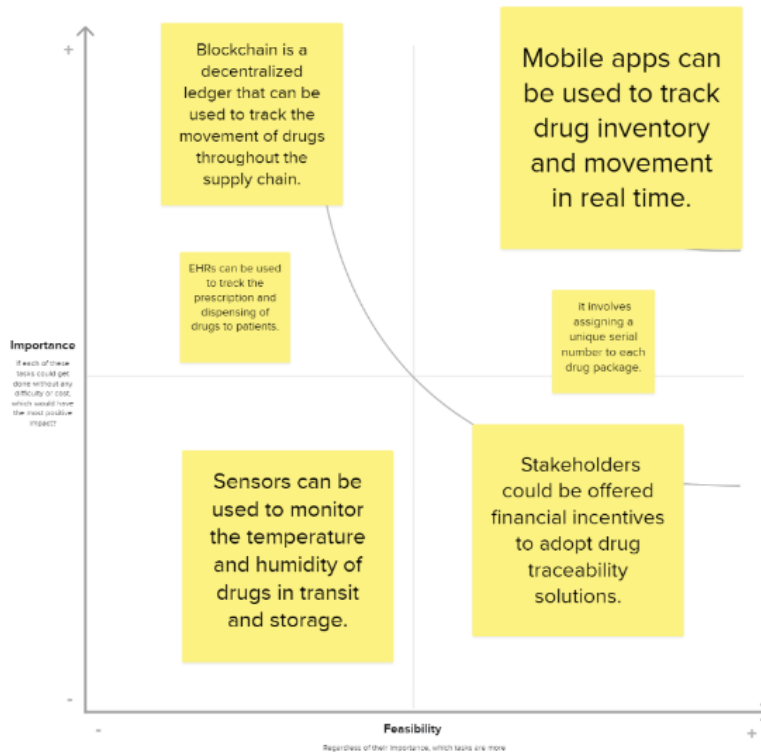
Prioritize

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

TP

Participants use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the task by using the lower pointer holding the **H** key on the keyboard.



➔

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

- Show 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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