

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	
Project Name	Depression: A Common Mental Disorder
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



Depression is a major problem for people from all walks of life, making their lives harder and costing a lot in healthcare. Even though more people know about it, many don't get the help they need. We need new and easy ways to help people with depression early, reduce the shame around it, make treatment available, and promote overall well-being. This will make life better for everyone and save money in healthcare.

## 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 sketch] icon to start drawing!

### Person 1

Online  
Support  
Communities

Mental  
Health  
Education

Workplace  
Wellness  
Programs

Teletherapy  
Services

Mobile  
Apps for  
Mental  
Health

### Person 2

Crisis Text  
Lines

Peer  
Support  
Groups

Meditation  
and  
Mindfulness  
Programs

Outdoor  
Activities  
and Nature  
Therapy

Social  
Connection  
Initiatives

### Person 3

Improved  
Access to  
Medication

Online  
Self-Help  
Resource

Mental Health  
Screening  
and Early  
Intervention

Coping  
Skills  
Workshops

Art and  
Music  
Therapy  
Programs

### Person 4

Healthcare  
Integration

Community  
Outreach and  
Awareness  
Campaign

Volunteer  
Opportunities

24/7 Crisis  
Helplines

Research  
and  
Innovation

### Step-3: Group Idea

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

#### TIP

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

Online  
Support  
Communities

Online  
Self-Help  
Resource

Community  
Outreach and  
Awareness  
Campaign

Mental  
Health  
Education

An integrated platform that offers an online support community, mental health education, mobile apps for mental health, and online self-help resources to empower individuals in their mental health journey

Mobile  
Apps for  
Mental  
Health

Social  
Connection  
Initiatives

Outdoor  
Activities  
and Nature  
Therapy

Art and  
Music  
Therapy  
Programs

Coping  
Skills  
Workshops

Promoting holistic well-being through a comprehensive initiative that combines social connections, outdoor activities and nature therapy, art and music, and coping skills workshops.

## Step 4: Priority

4

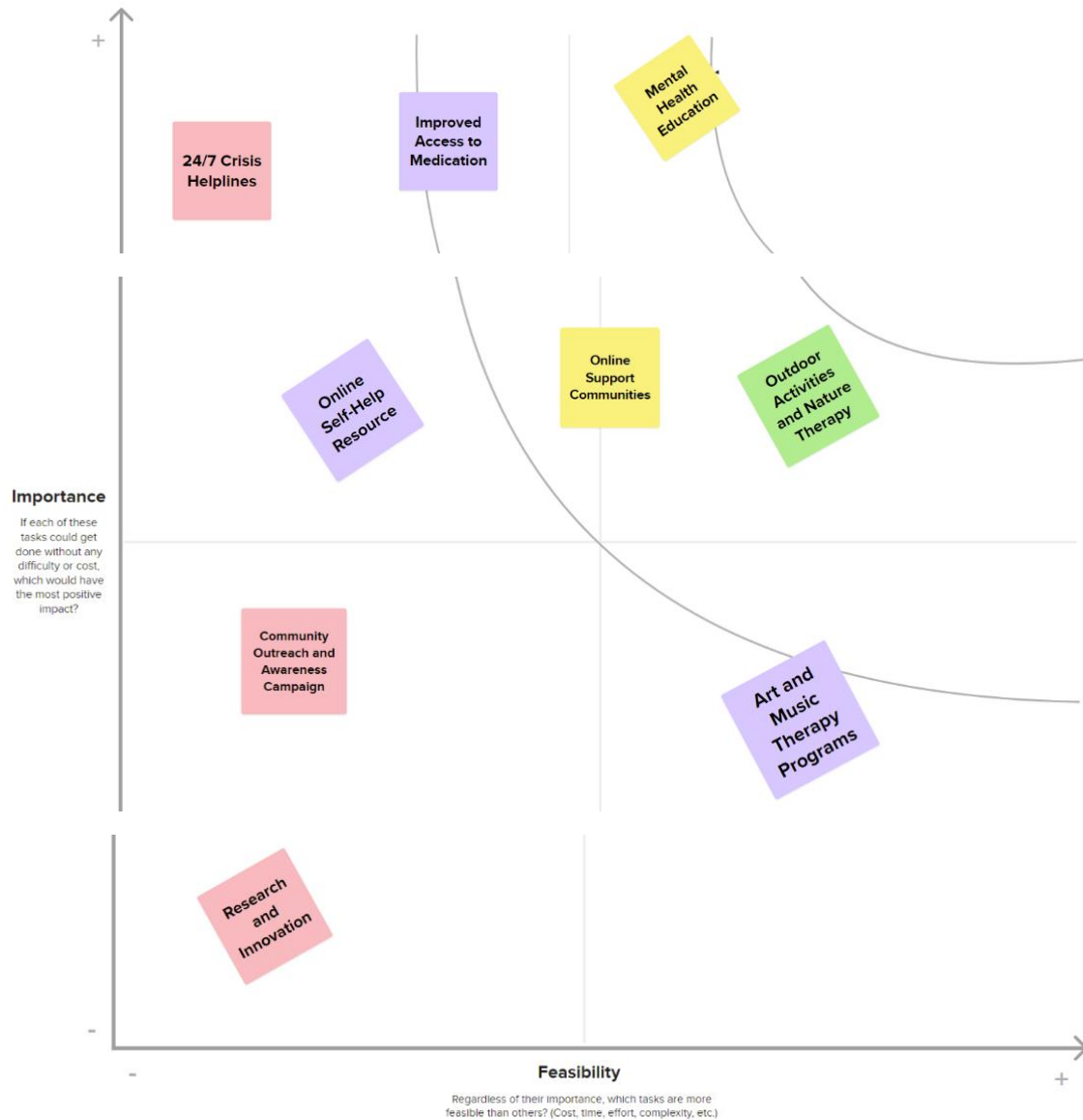
### Prioritize

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

#### 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.



## STEP 5: OVERVIEW

