

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	15 october 2023
Team ID	NM2023TMID08532
Project Name	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



#### 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.

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### 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



#### 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.

# Problem statement

Estimated that about 30 percent of the world's population lack regular access to essential medicines and that in the poorest parts of Africa and Asia, the percentage is more than 50 percent [2-4]. Developing countries have limited provisions to treatments for infectious diseases, which are the main cause of morbidity and mortality in developing countries, and the supply of medicine to cure other diseases, is difficult or depended on supplies of develop countries as charity or WHO grants. Infectious and parasitic diseases account for only five percent of the disease burden in high-income countries [6] but represent about 50 percent of the developing countries' burden of disease . Essential medicines are diverted to these countries by drug traffickers and criminals. Mostly essential drugs are available illicitly in black markets on very high price, contaminated or inferior quality. These drugs do not improve patient health and many occasion poised serious health condition. Studies have shown that, out of 1,556 new active substances developed between 1975 and 2004, only 21 were intended for treating neglected tropical diseases including tuberculosis and malaria . Criminals and drug traffickers are taking advantage of existing inaccessibility of medicine for public and supply counterfeit drugs into market.

## 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

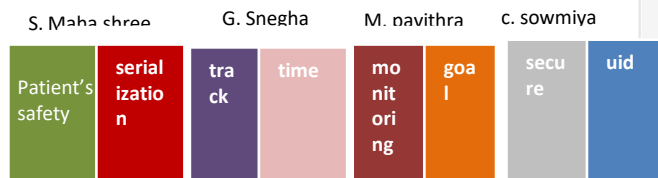
You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

3

### Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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



## 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

