

# Ideation Phase

## Brainstorm & Idea Prioritization

Date	17 September 2022
Team Leader	Aarthi M
Project Name	Plasma Donor Application
Maximum Marks	4 Marks

### Step-1: Team Gathering, Collaboration and Select the Problem Statement

Template



## Brainstorm & idea prioritization

This is a brainstorming & idea prioritization for Plasma Donor Application

🕒 10 minutes to prepare  
🕒 1 hour to collaborate  
👥 2-8 people recommended

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➔

**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**

During the COVID 19 crisis, the requirement of plasma became a high priority and the donor count has become low. Saving the donor information and helping the needy by notifying the current donors list.

🕒 5 minutes

PROBLEM

Covid hit every one donors and the location.  
Last minutes cancellation of donor.  
Plasma demand and supply gap is growing bigger!

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.



**Need some inspiration?**

See a finished version of this template to kickstart your work.

[Open example](#) ➔

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

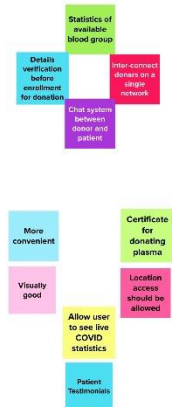
2

### Brainstorm

Write down any ideas that come to mind that address your problem statement.

⌚ 10 minutes

Sheraz Jabeen N



Leelavathy K

Prama A J



Snkthi Abirami

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

### FEATURES OF THE APP



### PRIVACY



### ISSUES



### APP INTERFACE



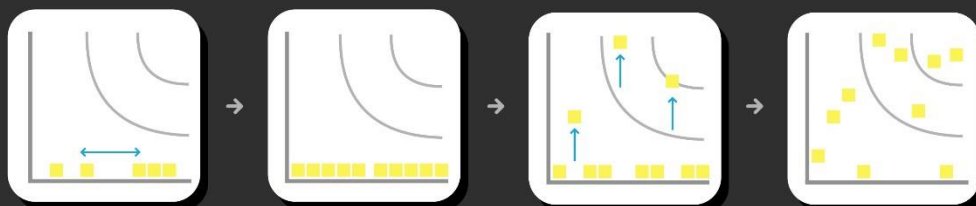
### Step-3: Idea Prioritization

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



## TOP 3 IDEAS



### 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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## TOP 3 IDEAS

Effective  
precise  
location of  
the donor to  
be fetched

Delivering of  
the blood  
samples to the  
right people at  
the right time

Allow user  
to see live  
COVID  
statistics