

Ideation Phase

Brain Storming & Idea Prioritization

Application Name : Plasma Donor Application

Team Lead: Ayshwarya Rathna A L

Team Members: Priyanka P, Vignesh G, Sarumathi P

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.



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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

PROBLEM

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, would be a helping hand. In regard to the problem faced, an application is to be built which would take the donor details, store them and inform them upon a request.



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 and Idea Listing

2

Brainstorm

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

🕒 10 minutes

Ayshwarya Rathna

Filter donors
by location

Real Time
Alerts

Covid-19
Certificate
verification

More
Convinient

Priyanka P

Verification
of user
information

Improved UI
and UX
Design

Easy
Communication

Able to edit
or update
the donor
details

Sarumathi P

Blood
Donation
Camp
Details

Location
Filter

Real Time
Alerts

Chat System
between
donor and
Donee

Vignesh G

Emergency
Contact
details

Send Email
Notification

Donor and
Donee
Testimonials

User
Experience

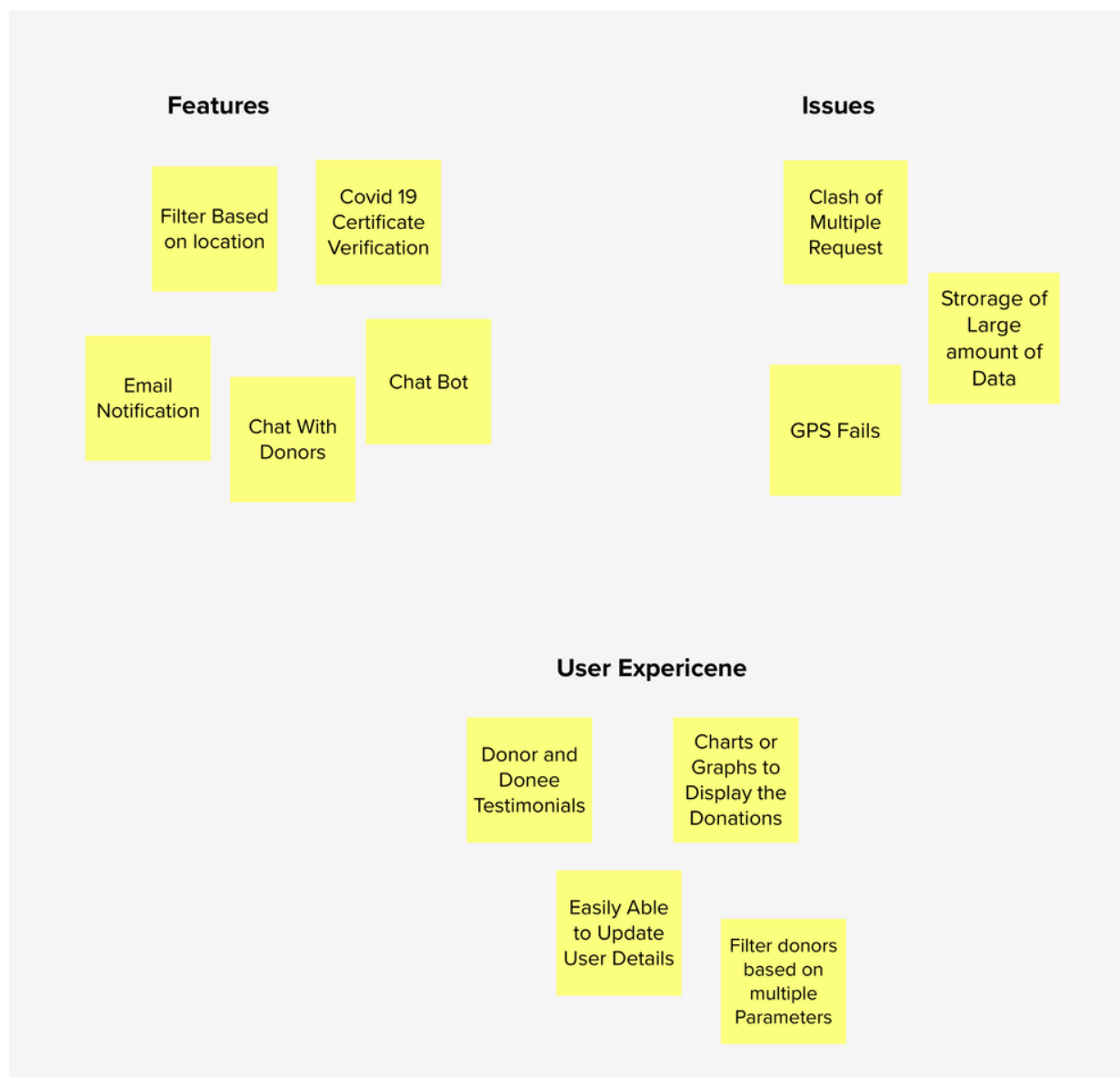
Step-3: Grouping

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



Step-4: 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



Step-5: Top Ideas

Top Ideas

