

Ideation Phase

Brainstorm & Idea Prioritization

Date	17 September 2022
Team ID	PNT2022TMID16285
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 not reach the donors and the location.
Last minutes cancellation of donor.
Plasma demand and supply gap on given 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](#) →

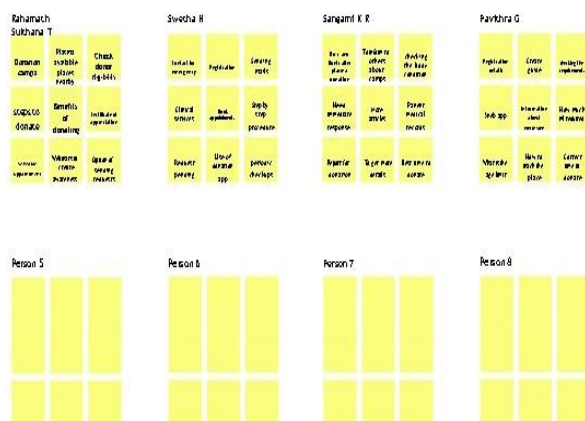
Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

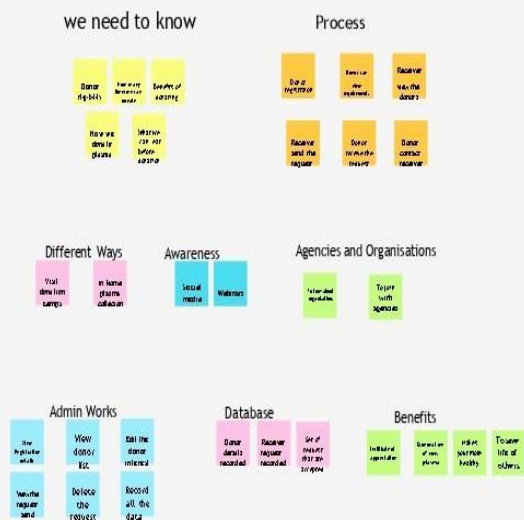
10 minutes



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



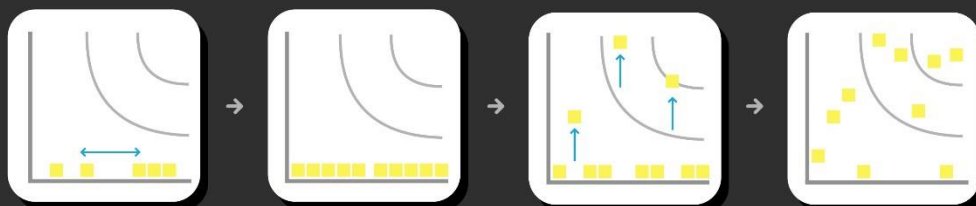
Step-3: Idea Prioritization

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