


## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID30216
Project Name	Plasma Donor Application
Maximum Marks	4 Marks

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

**Template**



### 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

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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

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**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

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**PROBLEM**

During the COVID 19 crisis, the requirement of plasma became high and the donor count being low. Saving the donor information and helping the need by notifying the current donors would be a helping hand. In regard to the problem faced, an application is to be built which would take the donor details store it and inform them upon a request.

**Key rules of brainstorming**

To run an smooth and productive session

⬅️ Stay in topic.


⬅️ Defer judgment.

🗣️ Go for volume.

💡 Encourage wild ideas.

👂 Listen to others.

👁️ 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

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**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!

**SUSMITHA A**  
AESTHETIC UI DESIGN  
USER SECURITY  
MESSAGE AND EMAIL NOTIFICATION  
REQUEST OPTION  
CHATBOT TO ANSWER FAQs  
TIE UP WITH ORGANISATION & AGENCIES

**SOUNDARYA A**  
RESPONSIVE UI DESIGN  
EDIT PROFILE  
CONTACT OPTION  
DONOR REGISTRATION  
SEARCH OPTION BY BLOOD GROUP  
CLEAR INSTRUCTION

**SHAHNIN BANU T**  
FAST AVAILABILITY OF DONORS  
USER FEEDBACK  
ACCEPT OPTION  
CONNECT WITH GOOGLE CALENDAR  
NEARBY BLOOD CENTRE  
REWARDS FOR DONORS

**SANTHIYA T**  
FAST FIXING OF BUGS  
ADVERTISE & MARKET THE APP  
APP TO REACH RURAL PLACES  
APPOINTMENT SCHEDULING  
GPS OPTION  
CONNECTING THROUGH SOCIAL MEDIA

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](#)

**THINGS TO KNOW WHILE DONATING PLASMA**  
DONOR ELIGIBILITY  
DONOR STORIES  
BENEFITS OF DONATION  
DOs & DON'Ts

**USER INTERFACE**  
AESTHETIC UI DESIGN  
RESPONSIVE UI DESIGN  
CLEAR INSTRUCTION

**PROCESS**  
MESSAGE AND EMAIL NOTIFICATION  
REQUEST OPTION  
ACCEPT OPTION  
DONOR REGISTRATION


**BACKEND/ADMIN WORKS**  
EDIT PROFILE  
CHATBOT TO ANSWER FAQs  
APPOINTMENT SCHEDULING  
FAST FIXING OF BUGS

**SUPPORT**  
CONTACT OPTION  
REPORT IF ANY ISSUE


**MARKETING**  
ADVERTISE & MARKET THE APP  
CONNECTING THROUGH SOCIAL MEDIA  
APP TO REACH RURAL PLACES


**AGENCIES & ORGANISATIONS**  
TIE UP WITH ORGANISATION & AGENCIES

**SECURITY**  
USER SECURITY  
MESSAGE AND EMAIL NOTIFICATION




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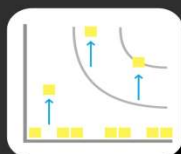
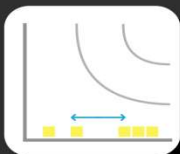
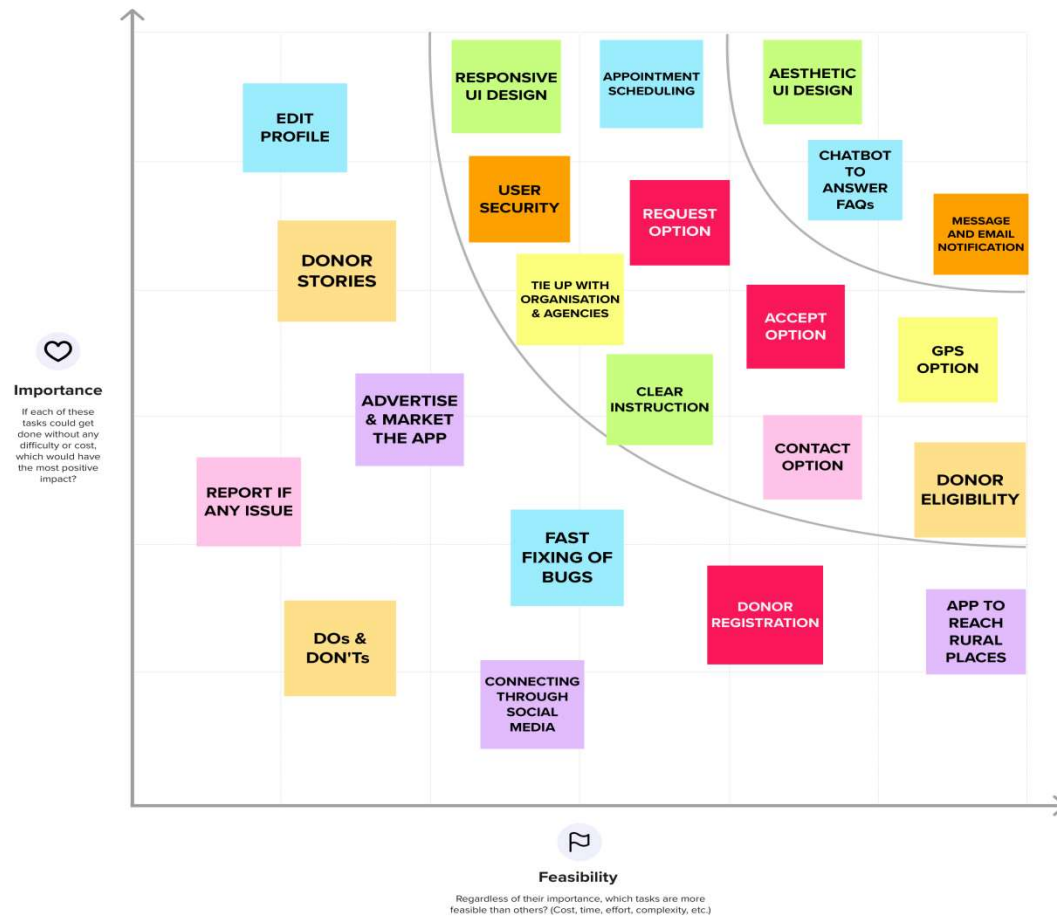
## Step-3: Idea Prioritization

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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



**Customer Problem Statement:**

<b>Problem Statement (PS)</b>	<b>I am (Customer)</b>	<b>I'm trying to</b>	<b>But</b>	<b>Because</b>	<b>Which makes me feel</b>
PS-1	Donor	Search for Donation center nearby my location	Not able to search	Lack of information	dissatisfied
PS-2	plasma seeker	Search for plasma	Unavailable Resources	Registration is not done	Frustrated
PS-3	Health care professionals	Search for Plasma donation volunteers	Not a clear information	Unpopularity Of Blood Centre	Tensed
PS-4	Third person (Society)	create awareness of Donation	Not Effective	Limited Support In Public	worried