

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	20 September 2023
Team ID	PNT2022TMID27815
Project Name	Plasma Donor Application
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


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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.


PROBLEM


Plasma donor application deployed in cloud platform in which a user interacts with the application and posts a request then the concerned blood group donors will get notified about it. A user can also register them as a donor which will be stored in a database ..


**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, Idea Listing and Grouping

2

### Brainstorm

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

#### Jaimugil

Blood group  
sorting

Nearest  
location

Chat with  
blood  
donors

Medical  
assistance  
for blood  
donors

#### Daniel

Chatbot  
medical  
assistance

Userfriendly  
interface

24/7  
availability

SMS alert

#### Narendranath

Mail alert

Donation  
remainder

User profile

Multilingual

#### Santhosh

Interoperable

Trustworthy

Saves time  
& cost

Fast result

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.

#### User interacts with the application

Userfriendly  
interface

Fast result

Nearest  
location

Mail alert

SMS alert

User profile

#### Plasma donation

Chatbot  
medical  
assistance

Blood group  
sorting

Medical  
assistance  
for blood  
donors

Chat with  
blood  
donors

Donation  
reminder

#### User Experience

24/7  
availability

Multilingual

Interoperable

Trustworthy

Saves time  
& cost

## 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.

