


Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID46383
Project Name	PLASMA DONOR APPLICATION
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization:

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



Brainstorm & idea prioritization

PLASMA DONOR APPLICATION

10 minutes to prepare
 1 hour to collaborate
 4 people

Share template feedback

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

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.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- 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.

10 minutes

Samyuktha

Send Request/Alert Message to Donor

Location based search

People find plasma donor easily

Check whether the person is eligible to donate

Refer friends

Prescreening checkup

Application saves time

required details can be filtered

Ads free application

Srimathi

Donors can view how many times they donate plasma

Get reward based on number of Donations

Upload vaccination certificate

Search based on blood group

Plasma requester will update after getting donors

Volunteers can register and donate plasma

Details about donation camps

search nearest donation camp

Can share their rewards in social media handles

Parvadhavarthini

Plasma Donors register themselves

Encourage donors by giving membership/ perks.

Create awareness by organizing programs

Increase blood circulation

Donors never asks money

Store contact details

Kiruthiga

Advertising

Direct communication

Share details to all

Displays nearest plasma donation camps

Increase Immunity power

User-friendly

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

Login/Register

Plasma Donors register themselves

Volunteers can register and donate plasma

Store contact details

Searching

Location based search

Search based on blood group

search nearest donation camp

required details can be filtered

Features

Ads free application

User-friendly

Direct communication

Application saves time

Displays nearest plasma donation camps

Advantages

Donors never asks money

Increase Immunity power

Increase blood circulation

Prescreening checkup

People find plasma donor easily

Rewards

Share details to all

Get reward based on number of Donations

Can share their rewards in social media handles

Encourage donors by giving membership/ perks.

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

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The Facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.