

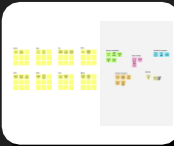


Brainstorm & idea prioritization

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

Share template feedback



Need some inspiration?
See a finished version of this template to kickstart your work.
[Open example](#)



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.



Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#)



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
How might we make it easier to donate and receive plasma?



Key rules of brainstorming

To run a smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.



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!

Kabiles S

- Immediately notify donors upon request
- Check inventory blood banks when donors are unavailable
- Reserve donors to notify them in advance and make them aware of a request later
- Provide donors with virtual link and barcode to make it easier to donate
- Special considerations: patients with rare blood groups

Marvan S

- Display the list of donors nearby
- Prioritize donor alerts based on patient's urgency
- Take blood counts and blood type of donors to make sure they are compatible
- Provide an online questionnaire to help donors understand the process
- Facilitate communication between donors and patients
- Design and test of forms for donors donating regularly

Loganathan M

- Filter list based on matching blood group
- Donor should understand blood request when registration
- Optimize back-end workflow to make it easier for donors to donate
- Link to manual requirements when donors are requested to donate plasma, etc.
- Design two-dimensional barcode to make it easier to register for blood
- Facilitate to fill requirements each day through all patients, etc.

Pramoth R

- Provide donors with virtual link and barcode to make it easier to donate
- Set donor age limit between 18 to 65
- Include a chat bot for FAQs
- Display donation history in donor's profile page
- Option for donors to select type of plasma they want to donate
- Verify receipt of donation from the patient



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 and break it up into smaller sub-groups.

20 minutes

Donor eligibility

- Set donor age limit between 18 to 65
- Donor should understand blood request when registration
- Optimize back-end workflow to make it easier for donors to donate
- Reserve donors to notify them in advance and make them aware of a request later

Application features for donors

- Option for donors to select blood type of availability
- Display donation history in donor's profile page
- Immediately notify donors upon request
- Check inventory blood banks when donors are unavailable
- Link to manual requirements when donors are requested to donate plasma, etc.

Other features for donors

- Design and test of forms for donors donating regularly
- Provide online questionnaire to help donors understand the process

Application features for receivers

- Special considerations: patients with rare blood groups
- Display the list of donors nearby
- Facilitate to fill requirements each day through all patients, etc.
- Filter list based on matching blood group
- Verify receipt of donation from the patient

Donor Alert Priority

- Immediately notify donors upon request
- Prioritize donor alerts based on patient's urgency
- Provide donors with virtual link and barcode to make it easier to donate

Other features for receivers

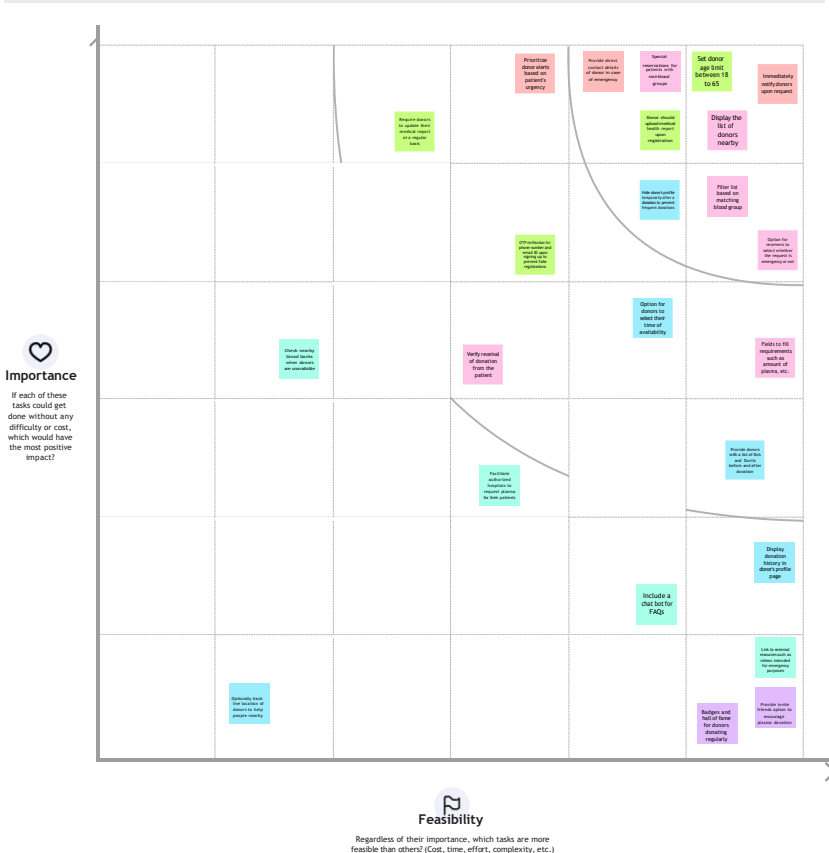
- Include a chat bot for FAQs
- Check inventory blood banks when donors are unavailable
- Facilitate communication between donors and patients
- Link to manual requirements when donors are requested to donate plasma, etc.



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



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.



Customer experience journey map
Understand customer needs, motivations, and obstacles for an experience.



Strengths, weaknesses, opportunities & threats
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.



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