

Ideation Phase
Brainstorm & Idea Prioritization Template

Date	19September 2022
Team ID	PNT2022TMID32570
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.

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



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



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.

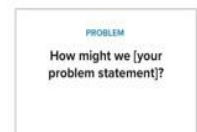
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1 Define your problem statement

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



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.

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!

KIRUTHIGA

Aesthetic UI Design

Storing personal details like address in a secure manner

Email notification functionality

Dynamic database updation

Simple and direct buttons and instructions

Collaborating with government

Awareness page inside the app

Advertise and market the app

Incentives to the Donor

KALAIYARASI

User Friendly

Responsive UI

Collaboration with WHO

Free of cost Platelets

Message and E mail notification of donors and receivers

User Security

Ease of access of Platelets

Keep track of users

Fast availability of Donors

MEGANZIE CHARLES

Keeping Anonymity among users

Using 2FA in app

Collaboration with Google Calendar

Rewards for Donors

Donation camps in Rural Areas

Periodic Fundraising Sessions

Section spreading the need for plasma donation

Get specialists on-board for health support

Separate pages for Donor and Receiver

RESHMA

Make the app reach rural places

Posters and social media marketing

Clear instructions

Provide platelets all over the world

Coupon codes and Goodies to donors

User Feedback

Arrange delivery facilities

Dark mode and light mode UI

Fast fixing of bugs

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

User Interface

Aesthetic UI Design

Dark mode and light mode UI

Responsive UI

Clear instructions

Core Functionalities

Email notification functionality

Collaboration with Google Calendar

Free of cost Platelets

Message and E mail notification of donors and receivers

Provide platelets all over the world

Arrange delivery facilities

Marketing

Collaborating with government

Advertise and market the app

Collaboration with WHO

Posters and social media marketing

Make the app reach rural places

Section spreading the need for plasma donation

Reward System

Incentives to the Donor

Coupon codes and Goodies to donors

Rewards for Donors

Periodic Fundraising Sessions

Security

Storing personal details like address in a secure manner

Keeping Anonymity among users

User Security

Using 2FA in app

Miscellaneous

Fast fixing of bugs

Awareness page inside the app

User Feedback

Keep track of users

Get specialists on-board for health support

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

