


## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	17 September 2022
Team ID	PNT2022TMID07853
Project Name	Plasma Donar Application
Maximum Marks	4 Marks



## Plasma Donor Application

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  
👥 4 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](#) →

PROBLEM

How might we (your problem statement)?

**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: Idea Listing and Grouping

2

### Brainstorm

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

🕒 10 minutes

**TIP**

You can select a sticky note and fill the pencil (switch to sketch) icon to start drawing!

Uthayakumar.M

To create the Application for plasma donor  
press releases & Wall posts  
Send the Information to Email  
Sending a statement about a donation conducted by organization

Mehesh.P

Notification from donor user for emergency  
Live chat & Blogging  
conducting events for donation  
Show apparatus where donors are go

Chandini.P

To develop the website for registration who are interested in donor  
Podcasts & Streaming services  
prepare and issuing of services  
Plasma donation camping

Sneha.T

Create a donor databases  
Motivation call to donation  
Regular checking under doctor prescription  
Display Social media ads

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



## 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



+

### 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

- A Share the mural**  
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- B 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.  
[Open the template →](#)
- Customer experience journey map**  
Understand customer needs, motivations, and obstacles for an experience.  
[Open the template →](#)
- Strengths, weaknesses, opportunities & threats**  
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.  
[Open the template →](#)

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