

Ideation Phase

Brainstorm&Idea Prioritization


Date	17 September 2022
Team ID	PNT2022TMID48261
Project Name	Plasma Donor Application
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization:

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.




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


Template




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



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


The major problem is the availability of donor at right time. We purpose an application that rectify this problem.








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.

10 minutes



Dharcana

Route to Timorizing

Monitoring the plasma availability

How to replace the demand of plasma?

Link up for donating plasma to us

Jintomaria

Increases the number of needy

Donating plasma is an act of saving lives

Jothimani

Easy to contact the donors

provide safe and quality products from voluntary donors

Jayaridhana

Getting the right donor

I don't want to lose plasma due to lack of blood

Find plasma conveniently nearby from

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

FILL THE NEED

need to find a donor before hand just to be secured

Plasma can save the lives of patients and burns and bleeding disorders.

update the availability of plasma resources

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mind.


SAVE LIVES

Plasma helps those undergoing organ transplants and cancer treatment

It helps to save the life at the right time

One blood donation can save three lives

"Your little effort can give others second chance to live life."



EASY AND LOW COST

Easy to contact the donors

Affordable cost to the general public and free of cost to the poor

User-friendly to use

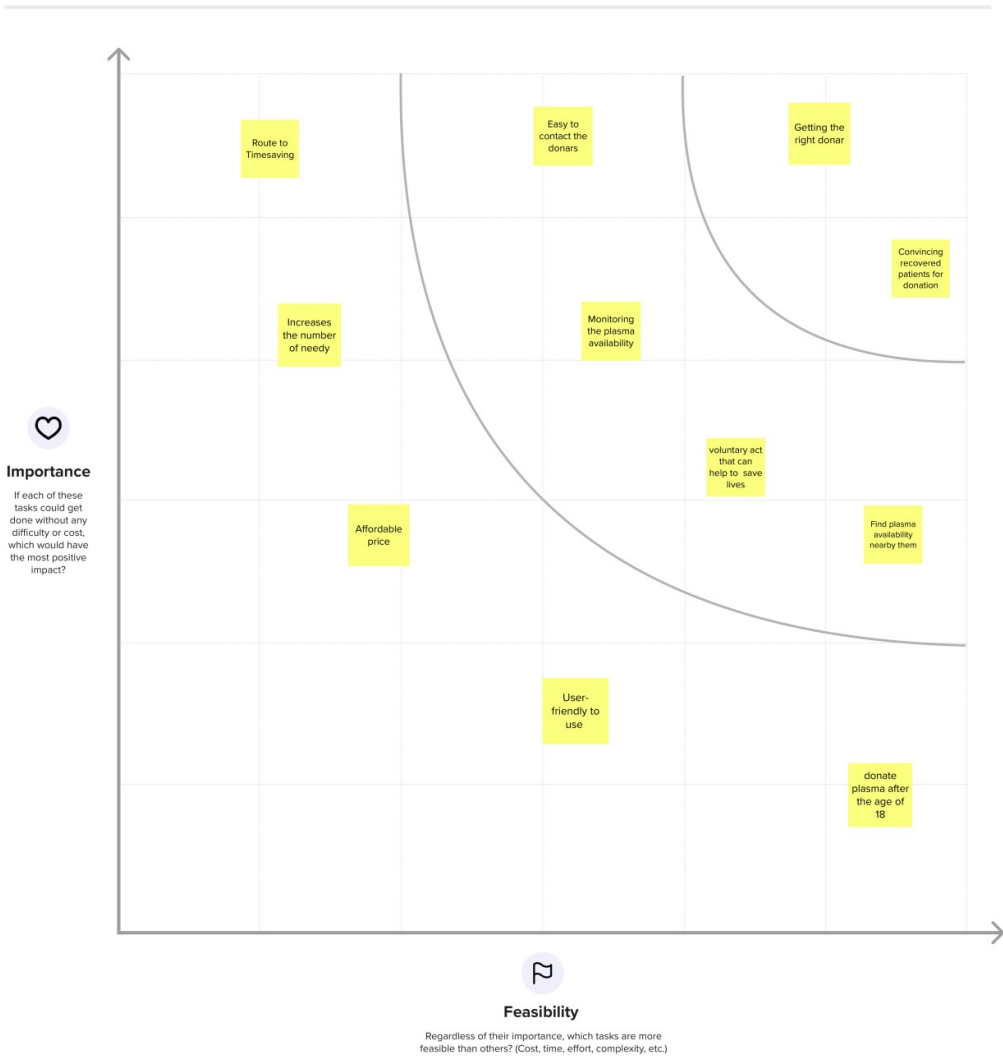
Step-3: Idea Prioritization

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



Ideation Phase
Define the Problem Statements

Date	10 September 2022
Team ID	PNT2022TMID48261
Project Name	Plasma Donor Application
Maximum Marks	2 Marks

Customer Problem Statement:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.