

Ideation Phase

Brainstorm & Idea Prioritization

Date	13 October 2022
Team ID	PNT2022TMID04368
Project Name	Project – Plasma Donor Application
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

During a brainstorming session, everyone on a team is encouraged to engage in the process of original thought that results in problem solving. Volume over quality is prioritised, unconventional ideas are welcomed and developed upon, and everyone is urged to participate in order to produce a wealth of original solutions.

Utilize this template during your own brainstorming meetings to enable your team to let their creativity run wild and begin developing notions even if they are not physically there.

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

Brainstorm
Write down any ideas that come to mind that address your problem statement.
0-10 minutes

Group Ideas
Take turns sharing your ideas while clustering similar or related notes to you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than the sticky notes, try and see if you can break it up into smaller sub-groups.
10-20 minutes

Prioritize
Your team should all be on the same page moving forward. Place your ideas on this timeline as important and which are feasible.
20 minutes

Importance
A scale of 1-5 where 1 is the least important and 5 is the most important. Place your ideas on this timeline as important and which are feasible.

Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm

We're down any ideas that come to mind that address your problem statement.

10 minutes

Tip

You can return to sticky notes and to the problem statement at any time to clarify or refine your ideas.

Moanisha

1. I want to see if I can find a way to help people who are in need of help. I want to see if I can find a way to help people who are in need of help. I want to see if I can find a way to help people who are in need of help.

Hemalatha

1. I want to see if I can find a way to help people who are in need of help. I want to see if I can find a way to help people who are in need of help. I want to see if I can find a way to help people who are in need of help.

Javika

1. I want to see if I can find a way to help people who are in need of help. I want to see if I can find a way to help people who are in need of help. I want to see if I can find a way to help people who are in need of help.

Karthik

1. I want to see if I can find a way to help people who are in need of help. I want to see if I can find a way to help people who are in need of help. I want to see if I can find a way to help people who are in need of help.

Person 5

1. I want to see if I can find a way to help people who are in need of help. I want to see if I can find a way to help people who are in need of help. I want to see if I can find a way to help people who are in need of help.

Person 6

1. I want to see if I can find a way to help people who are in need of help. I want to see if I can find a way to help people who are in need of help. I want to see if I can find a way to help people who are in need of help.

Person 7

1. I want to see if I can find a way to help people who are in need of help. I want to see if I can find a way to help people who are in need of help. I want to see if I can find a way to help people who are in need of help.

Person 8

1. I want to see if I can find a way to help people who are in need of help. I want to see if I can find a way to help people who are in need of help. I want to see if I can find a way to help people who are in need of help.

3 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 can break it up into smaller sub-groups.

20 minutes

Tip

Look for clusters of sticky notes that are related to each other. If you find a cluster, give it 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.

RAISE AWARENESS

Donate Plasma

SAVE LIFE

4 Prioritize

Your team should all be on the same page moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

30 minutes

Importance

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

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

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 **H** key on the keyboard.

Importance

If each of these ideas 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.)

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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