Ideation Phase Brainstorm & Idea Prioritization

Date	19 september 2022
Team ID	PNT2022TMID11415
Project Name	Plasma Donor Application
Maximum Marks	4 Marks

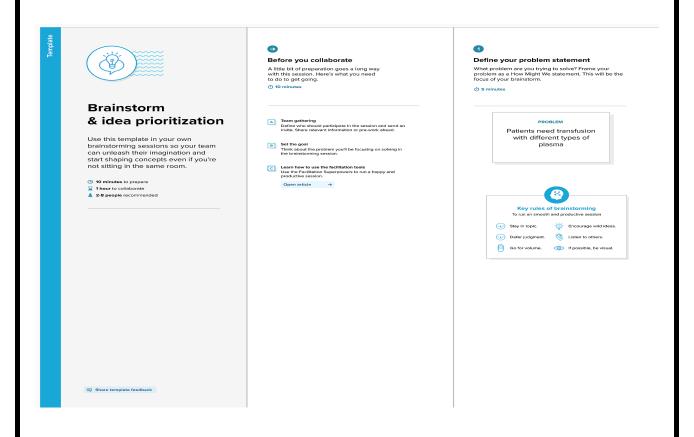
Brainstorm & Idea Prioritization

Brainstorming is a method design teams use to generate ideas to solve clearly defined design problems. In controlled conditions and a free-thinking environment, teams approach a problem by such means as "How Might We" questions. They produce a vast array of ideas and draw links between them to find potential solutions.

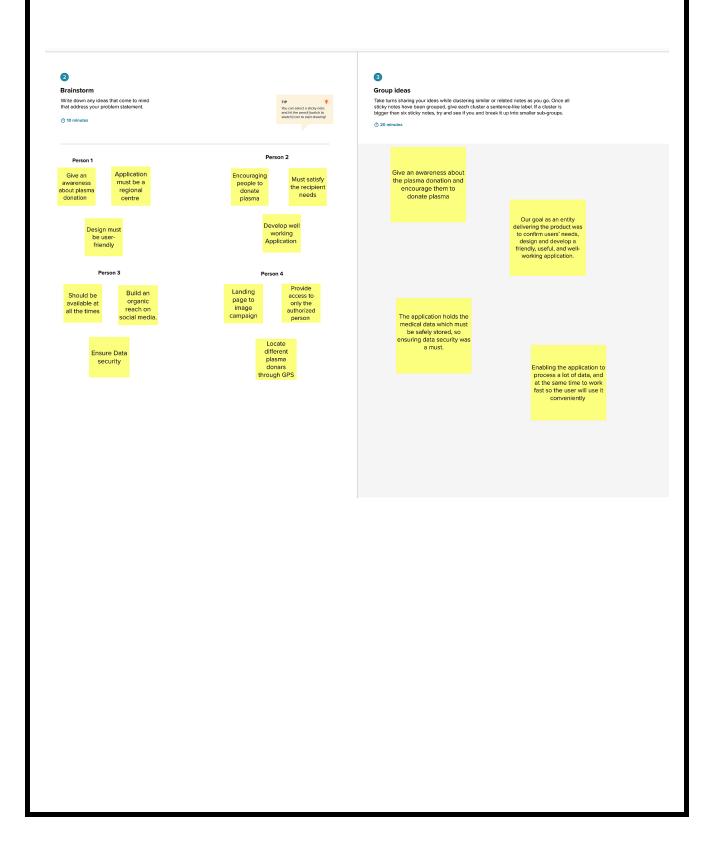
- Set a time limit Depending on the problem's complexity, 15-60 minutes is normal.
- 2. **Begin with a target problem/brief** Members should approach this sharply defined question, plan or goal and *stay* on topic.
- 3. **Refrain from judgment/criticism** No-one should be negative about any idea.
- 4. **Encourage weird and wacky ideas** Further to the ban on killer phrases like "too expensive", keep the floodgates open so everyone feels *free* to blurt out ideas.
- 5. **Aim for quantity** Remember, "quantity breeds quality". The sifting-and-sorting process comes later.
- 6. **Build on others' ideas** It's a process of *association* where members expand on others' notions and reach new insights, allowing these ideas to trigger their own.
- 7. **Stay visual** Diagrams and Post-Its help bring ideas to life and help others see things in different ways.

8. **Allow one conversation at a time** – To arrive at concrete results, it's essential to keep on track this way and show respect for everyone's ideas.

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



Step-2: Brainstorm, Idea Listing and Grouping



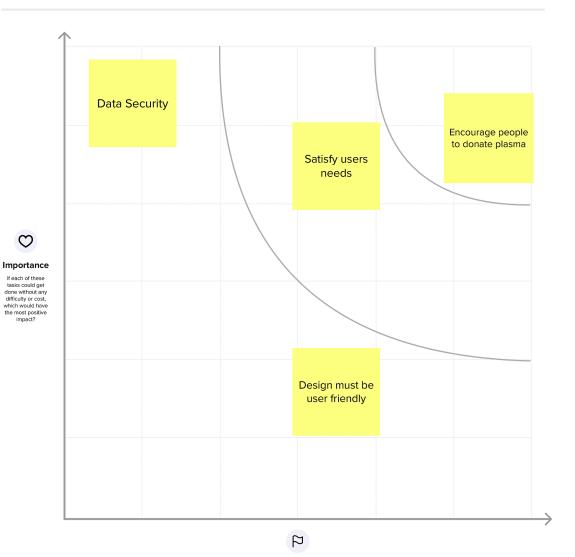
Step-3: Idea Prioritization



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.

① 20 minutes



Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)