

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.

1. **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

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


Patients need transfusion with different types of plasma





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

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

Person 1

Give an awareness about plasma donation

Application must be a regional centre

Design must be user-friendly

Person 3

Should be available at all the times

Build an organic reach on social media.

Ensure Data security

Person 2

Encouraging people to donate plasma

Must satisfy the recipient needs

Develop well working Application

Person 4

Landing page to image campaign

Provide access to only the authorized person

Locate different plasma donors through GPS

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

Give an awareness about the plasma donation and encourage them to donate plasma

Our goal as an entity delivering the product was to confirm users' needs, design and develop a friendly, useful, and well-working application.

The application holds the medical data which must be safely stored, so ensuring data security was a must.

Enabling the application to process a lot of data, and at the same time to work fast so the user will use it conveniently

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

