

## **Ideation Phase**

### **Plasma Donor Application**

Date	19 September 2022
Team ID	PNT2022TMID29827
Project Name	Plasma Donor Application
Maximum Marks	4 Marks

#### **Plasma Donor Application:**

##### **Web Application:**

This plasma therapy is an experimental approach to treat corona-positive patients and help them recover. This plasma therapy is considered to be safe & promising. A person who has recovered from Covid can donate his/her plasma to a person who is infected with the coronavirus.

This system proposed here aims at connecting the donors & the patients by an online web application. By using this web application, the users can either raise a request for plasma donation or requirement.

This system is used if anyone needs a Plasma Donor. This system Comprises of Admin and User where both can request for Plasma. In this system there is something called an active user, which means the user is an Active member of the Application and has recovered from Covid 19, only such people are recommended here for Plasma Donation. Both parties can accept or Reject the request.

##### **Mobile Application:**

This plasma therapy is an experimental approach to treat corona-positive patients and help them recover. This plasma therapy is considered to be safe & promising. A person who has recovered from Covid can donate his/her plasma to a person who is infected with the coronavirus.

This system proposed here aims at connecting the donors & the patients by an online Mobile application. By using this Mobile application, the users can either raise a request for plasma donation or requirement.

This system is used if anyone needs a Plasma Donor. This system Comprises of Admin and User where both can request for Plasma. In this system there is something called an active user, which means the user is an Active member of the Application and has recovered from Covid 19, only such people are recommended here for Plasma Donation. Both parties can accept or Reject the request.

## Blogging & reviewing:

Blogging is a great way to disseminate your message in a casual manner. Businesses that blog receives 97% more links to their websites. If you want to see a fellow blood center that is knocking it out of the park with a wonderful blog, take a look at Stanford Blood Center.

Every time you publish a blog, it's one page on your website, which means one more opportunity for you to show up on the search engine results page (or SERP) and more organic traffic to your website. Blogging is a great opportunity for your blood centers to stay present on social media and generate engagement to your website, and it allows you to diversify your marketing efforts against other blood centers.

Ask donors to provide reviews. Post to their pages. Give them photo props to use for taking selfies in the chair. Have a costume for selfies. Be silly, embrace the fun side of social media, and give your donors something to talk about. In an article, it is said that 92% of consumers trust organic, user generated content more than they trust traditional advertising, so user generated content should be a top-of-mind priority to your blood donor recruitment strategies. Also, 68% of consumers say positive reviews make them trust a local business more. User-generated content can help you get the community connection back to your donor centers. Leverage relationships to get great content!

Reference: <https://www.mural.co/templates/empathy-map-canvas>

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

The screenshot displays a digital workspace with a light gray background. At the top left, a blue circle with the number '1' indicates the first step. Below it, the heading 'Define your problem statement' is followed by a text box containing the problem statement: 'There is demand for plasma. To solve this problem, we create a web application that connects patients and donors.' A small clock icon and '5 minutes' are shown below the text. In the center, a white box with a blue border contains the text: 'We know that patients struggle a lot to get plasma. This application finds the alternate solution.' At the bottom, a blue circular icon with a brain symbol is next to the heading 'Key rules of brainstorming'. Below this heading is a sub-heading 'To run an smooth and productive session' and a list of six rules, each with an icon: 'Stay in topic.' (speech bubble), 'Encourage wild ideas.' (lightbulb), 'Defer judgment.' (stop sign), 'Listen to others.' (ear), 'Go for volume.' (megaphone), and 'If possible, be visual.' (eye).

**1**

**Define your problem statement**

There is demand for plasma. To solve this problem, we create a web application that connects patients and donors.

🕒 5 minutes

**PROBLEM**

We know that patients struggle a lot to get plasma. This application finds the alternate solution.

**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

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### 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!

Praveen Kumar S

By using a web application.

Sangeethkumar P

By using a mobile application

Tharani N P

By Blogging and reviewing

Vaishnavi S

By using Social Media

## Step-3: Idea Prioritization

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### 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

