

Ideation Phase

Brainstorm&Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID45941
Project Name	Plasma Donor Application
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

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

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Problem Statement

During COVID 19 crisis the requirement for plasma increased drastically as there were no vaccinations found in order to treat the infected patients. In such situation it was very difficult to find the plasma donor, check whether the donor was infected previously and was recovered, and which donor is eligible to donate plasma was a challenging task. As the plasma therapy was one of the ways to treat the infected patients getting the donor details played a major role.

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

keep contact with blood donors,
To use GPS service for locating Hospital,Blood Banks,Volunteer Donors.
Storing Donor Information,
Storing Donor Information,rso system can find the required donors.

Steps 3:Idea Listing and Grouping

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Idea 1	Idea 2	Idea 3	Idea 1	Idea 2	Idea 3	Idea 1	Idea 2	Idea 3	Idea 1	Idea 2	Idea 3
Some blood types are rare so system can find the required donors	Advised peoples to never forget Username and Password	Need Awareness about Plasma donation to Peoples	Avoid caffeinated beverages.	Avoid alcohol of any type for 24 hours before you donate.	Eat a meal prior to donation.	Because of our stringent quality and safety testing of the plasma we collect.	But when you donate regularly, it gives you the opportunity to save multiple lives. Earning calories.	you can lose up to 650 calories per pint of blood donated	Maximize return blood donors	Maximize blood donation Services	Storing Donors Information
Helping some else makes me happy	Eligible to Donate blood	Drink 4-6 eight ounce glasses of water, fruit juice or other caffeine-free liquid at least 2 to 3 hours before donation.	Get adequate sleep.	After Donating Eat a light meal.	Avoid alcohol and cigarettes	Creating an online platform that not just serves as a strong network between plasma donors and plasma seekers	But idea into as a platform to spread awareness and motivate donors by taking care of their plasma needs and safety	Ask peoples to avoid any fears about plasma donation	Provide Visualize education about blood donation	Ensure safety and quality of blood.	Donating blood as civil duty

3

Group Ideas

Mobile Apps and Streaming Services.

Podcasts and Social media

App Creation and Developing

User generated Content and Testing

Press Release video

Retargetting and live chat.

Blogging Email

Google adwords display ads

Step-4: Idea Prioritization

