

IDEATION PHASE

BRAINSTORM & IDEA PRIORITIZATION


TEAM ID	PNT2022TMID33788
PROJECT NAME	PLASMA DONOR APPLICATION

Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

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.

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



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

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➔

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

Plasma helps people with cancer, rare disorders, immune system problems, and genetic anomalies. During the COVID 19 crisis, the need for plasma increased, while the number of donors significantly reduced. It would be beneficial to save the donor information so that the list of current donors might be informed in order to help the less fortunate.


PROBLEM


In order to address the issue, a web application can be developed that will gather donor data, store it, and make it available upon request.





Key rules of brainstorming


To run a 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

100

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

Murukesan



Sujitha



Karthikeyan



Roshan



3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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

11

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mind.

THINGS TO KNOW WHILE DONATING PLASMA



PROCESS



METHODS



BACKEND/ADMIN WORKS



SUPPORT



AWARENESS USING DIFFERENT FORUMS



STATISTICS AND UPDATES

AGENCIES AND ORGANISATION



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

