

## Ideation Phase


### Brainstorm & Idea Prioritization Template

|               |                          |
|---------------|--------------------------|
| Date          | 19 September 2022        |
| Team ID       | PNT2022TMID32997         |
| Project Name  | Plasma donor application |
| Maximum Marks | 4 Marks                  |

#### 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.

#### 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

➔

#### 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

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**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](#) ➔

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#### 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**

Another challenge was to eradicate the fear and stigma associated with the therapy, in a majority of the population.

**PROBLEM**

Considering the severity of the situation the biggest challenge was to achieve the goals within a tight deadline of 2 weeks.

**PROBLEM**

by the time they are able to find a donor the patient's health gets deteriorated.

**PROBLEM**

Since the ICMR approved the use of CPT for the treatment of COVID-19 patients, the demand for plasma has increased

**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](#)

Manoharan.B

Search for donors who are willing to donate plasma

Find out the location of the donor

Find out the location of the donor

Find out the location of the donor

Abdul Wahab.M

Find out the location of the donor

Find out the location of the donor

Find out the location of the donor

Find out the location of the donor

Gowtham.Raj

Find out the location of the donor

Find out the location of the donor

Find out the location of the donor

Find out the location of the donor

Keerthivasan.R

Find out the location of the donor

Find out the location of the donor

Find out the location of the donor

Find out the location of the donor

TIP

You can select a sticky note and hit the pencil icon to start drawing!

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](#)

FAQs section to get all details regarding Plasma

Shares the location of the donor

User can search specifically for Donors

TIP

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

## 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

