

## Ideation Phase

### Brainstorm & Idea Prioritization


Date	19 September 2022
Team ID	PNT2022TMID00767
Project Name	Project – 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.

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**  
**2-3 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**

- Team gathering**  
Define who should participate in this session and send an invite. Share relevant information or pre-work ahead.
- Set the goal**  
Think about the problem you'll be focusing on solving in the brainstorming session.
- Learn how to use the facilitation tools**  
Use the Facilitation Supplement to run a happy and productive session.

**Done** **Print**

**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**

How might we (your problem statement)?

**2**  
**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

Person 1

Person 2

Person 3

Person 4

Person 5

Person 6

Person 7

Person 8

3

**Group ideas**  
Take turns stating your ideas while clustering similar or related ideas 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.  
10 minutes

we need to know

Process

Different Ways

Awareness

Agencies and Organizations

Access Works

Database

Benefits

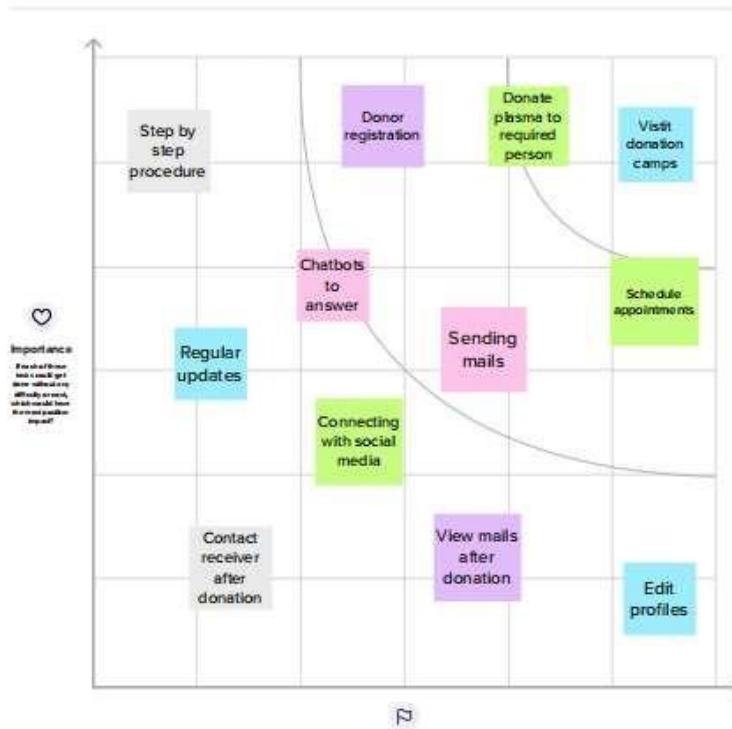
## Step-3: Idea Prioritization



#### 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



#### After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

#### Quick add-ons

- 1. Share the mural  
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- 2. Export the mural  
Export a copy of the mural as PNG or PDF to attach to emails, include in slides, or save in your drive.

#### Keep moving forward

- Strategy blueprint  
Define the components of a new idea or strategy.  
[Open the template](#)
- Customer experience journey map  
Understand customer needs, motivations, and obstacles for an experience.  
[Open the template](#)
- Strengths, weaknesses, opportunities & threats  
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.  
[Open the template](#)

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