

IdeationPhase

Brainstorm&IdeaPrioritizationTemplate

Date	19September2022
Team ID	PNT2022TMID18022
Project Name	Plasma Donor Application
Maximum Marks	4Marks

Brainstorm&IdeaPrioritizationTemplate:


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.

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

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

Template




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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Need some inspiration?
Create a finished version of this template to kickstart your work.

[Open example](#)



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

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

During the COVID-19 crisis, the requirement of plasma became high and the donor count began to fall, saving the donor information

Key rules of brainstorming

To run an smooth and productive session

- Stay in topic.
- Deflect judgement.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

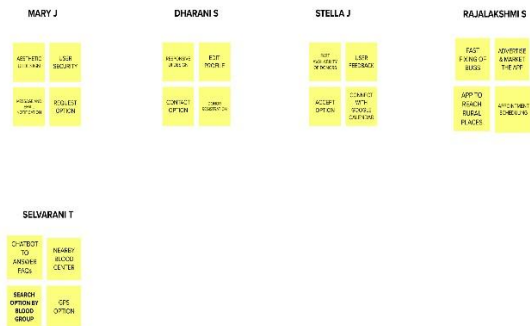
Step-2:Brainstorm,IdeaListingandGrouping

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

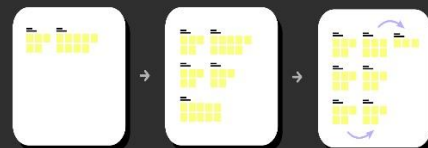
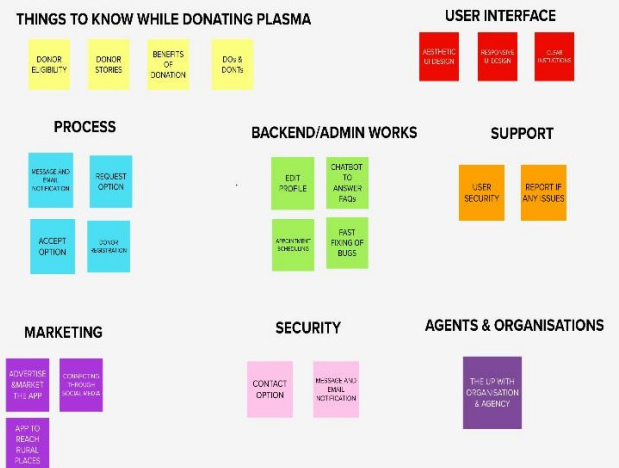


3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, 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



Step-3:IdeaPrioritization

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

