

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID32947
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.

Reference:<https://app.mural.co/invitation/mural/plasma9341/1663477806050?sender=ua19a75e354b5ed2644738298&key=18af17cd-28e8-4311-82d7-b459ec6b581>

### 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

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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.

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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

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PROBLEM

How might we get the correct and necessary information on donor and recipient?



#### Key rules of brainstorming

To run an 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

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### Brainstorm

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

🕒 10 minutes

#### TIP

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

#### SATHYA JAYASRI

1. To create a mobile app that can help people find and connect with donors.

2. To create a mobile app that can help people find and connect with donors.

3. To create a mobile app that can help people find and connect with donors.

#### SRIRAM

1. To create a mobile app that can help people find and connect with donors.

2. To create a mobile app that can help people find and connect with donors.

3. To create a mobile app that can help people find and connect with donors.

#### SIVANANDHINI

1. To create a mobile app that can help people find and connect with donors.

2. To create a mobile app that can help people find and connect with donors.

3. To create a mobile app that can help people find and connect with donors.

#### VJUTHRA

1. To create a mobile app that can help people find and connect with donors.

2. To create a mobile app that can help people find and connect with donors.

3. To create a mobile app that can help people find and connect with donors.

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### 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

#### BLOOD GROUP INFORMATION

1. To create a mobile app that can help people find and connect with donors.

2. To create a mobile app that can help people find and connect with donors.

3. To create a mobile app that can help people find and connect with donors.

#### CANCELLATION INFORMATION

1. To create a mobile app that can help people find and connect with donors.

2. To create a mobile app that can help people find and connect with donors.

3. To create a mobile app that can help people find and connect with donors.

#### DONOR INFORMATION

1. To create a mobile app that can help people find and connect with donors.

2. To create a mobile app that can help people find and connect with donors.

3. To create a mobile app that can help people find and connect with donors.

#### REGISTERED DONOR INFORMATION

1. To create a mobile app that can help people find and connect with donors.

2. To create a mobile app that can help people find and connect with donors.

3. To create a mobile app that can help people find and connect with donors.

#### TIP

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

### 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

