


IDEATION PHASE

BRAINSTORM

Team Id	PNT2022TMID52216
Project Name	Plasma Donor Application
Maximum Marks	4 Marks

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



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


How might we [your problem statement]?





Key rules of brainstorming


To run a smooth and productive session


 Stay in topic.

 Encourage wild ideas.

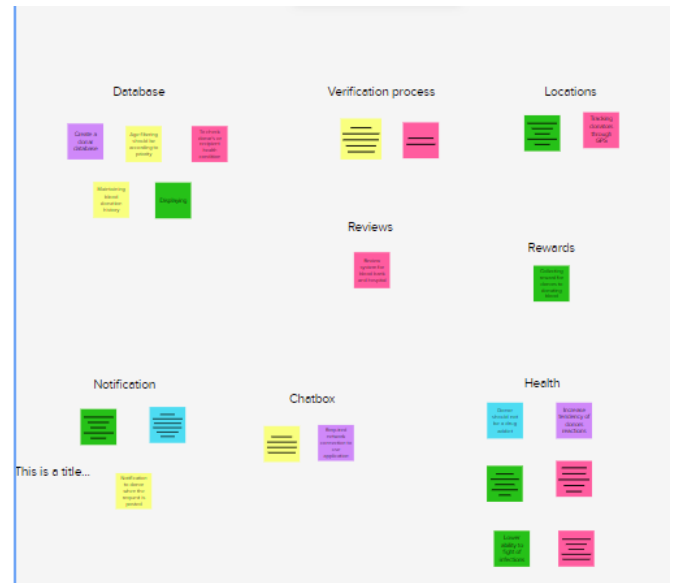
 Defer judgment.

 Listen to others.

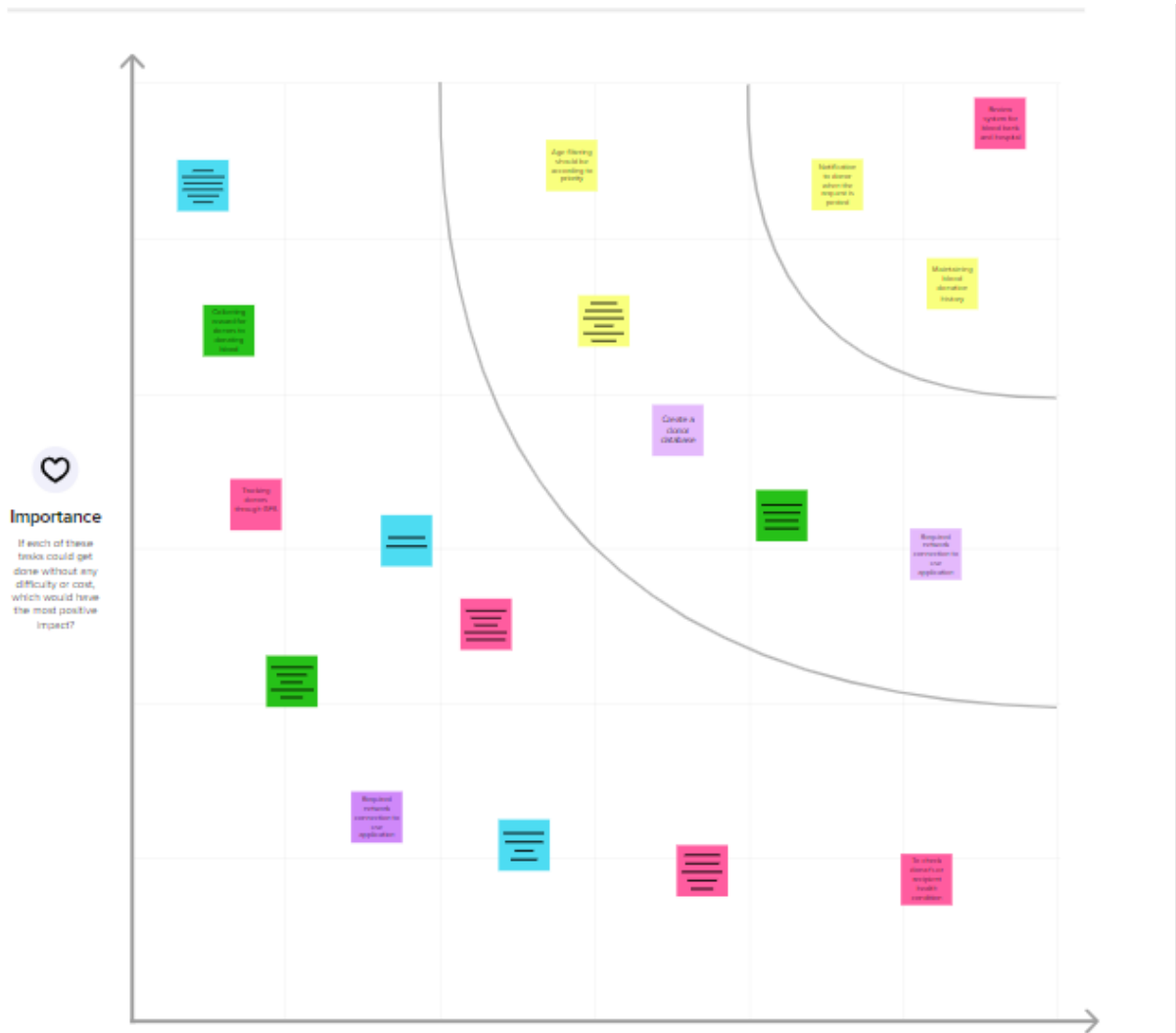
 Go for volume.

 If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping



Step-3: Idea Prioritization



Team Leader : A.Shahin

Team Member : M.Lakshmi

Team Member : R.Santhiya

Team Member : M.A Aswathy

Team Member : R.Kokila