


Ideation Phase

Brainstorm & Idea Prioritization

Date	19 September 2022
Team ID	PNT2022TMID34537
Project Name	Plasma Donor Application
Maximum Marks	4 Marks

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

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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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

2

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 arrow (arrow to select) icon to start drawing!

N.Selva Nancy

Regular donors are needed to check their body condition often

While many people are aware of the need for blood donation But plasma donation has not received the same attention in the public sphere

Emergency or normal can be obtained by the receiver

R.Lenitha

If Unwanted profiles or any misleading activity found in profile, that profile need to be terminated

Through its plasma campaign and the efforts of volunteer plasma and blood donors are unable to rise Donors among the general public and for make about the need for the end benefits of donating plasma

The receiver can find the plasma contact information and location

M.Shiny

Regular donors are needed to check their body condition often

Date of extraction of plasma from the donor can be mentioned in the donor's profile

Emergency or normal can be obtained by the receiver

P.Mahalakshmi

User friendly interface and voice assistant functions to assist with the regional language for understand

Verification process is strictly carried on before registration to avoid fake registrations

The app should be available in all the regional language

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 and break it up into smaller sub-groups.

20 minutes

TIP

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

App interface

Chat bot can be included in the application to clarify general doubts regarding plasma

The app should be available in all the regional language

User friendly interface and voice assistant functions to assist with the regional language for understand

Safety precaution

Verification process is strictly carried on before registration to avoid fake registrations

Regular donors or need to check their body condition often

Date of extraction of plasma from the donor can be mentioned in the donor's profile

Features

Emergency or normal can be obted by the receiver

The app should be available in all the regional language

Through its plasma campaign and the efforts of volunteer plasma ambassadors, DP works to raise awareness among the general public about the need for and benefit of donating plasma

Registration process

Providing a profile who donate regularly and donates for the first time

All donors from the age of 18 who are weighing above 40 kg can register themselves in the app

The plasma donor's age, gender, location and other important details are collected in his profile

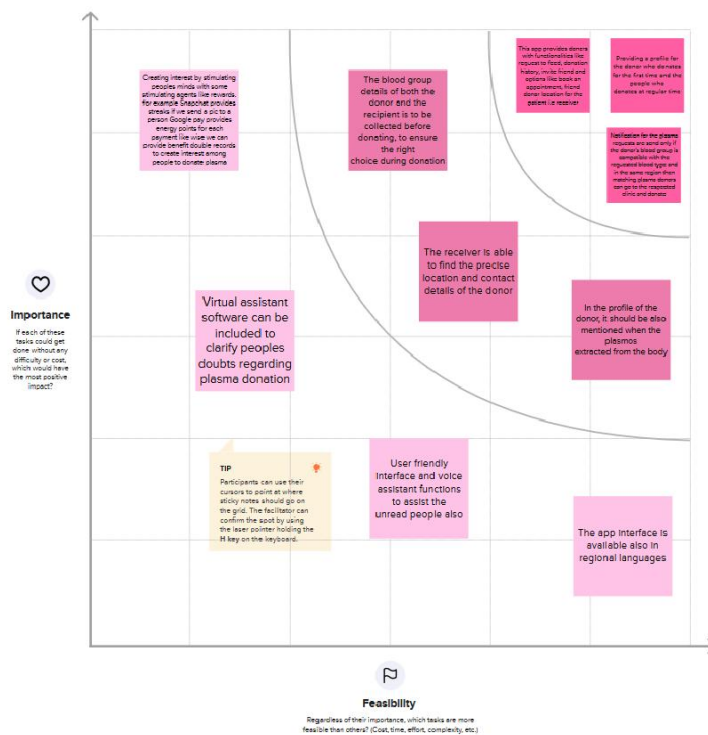
Step-3: Idea Prioritization

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



5

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

- Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- Export the mural**
Export a copy of the mural as a 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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