


Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID43957
Project Name	PLASMA DONOR APPLICATION
Maximum Marks	4 Marks


Brainstorm & Idea Prioritization:


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





Brainstorm & idea prioritization


PLASMA DONOR APPLICATION

 10 minutes to prepare

 1 hour to collaborate


 4 people

 Share template feedback



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


During the COVID 19 crisis, the requirement of plasma became a high priority and the donor count has become low. Saving the donor information and helping the needy by notifying the current donors list, would be a helping hand. In regard to the problem faced, an application is to be built which would take the donor details, store them and inform them upon a request.





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

Samyuktha

Send Request/Alert Message to Donor	Location based search	People find plasma donor easily
Check whether the person is eligible to donate	Refer friends	Prescreening checkup
Application saves time	required details can be filtered	Ads free application

Srimathi

Donors can view how many times they donate plasma	Get reward based on number of Donations	Upload vaccination certificate
Search based on blood group	Plasma requester will update after getting donors	Volunteers can register and donate plasma
Details about donation camps	search nearest donation camp	Can share their rewards in social media handles

Parvadhavarthini

Plasma Donors register themselves	Encourage donors by giving membership/ perks.	Create awareness by organizing programs
Increase blood circulation	Donors never asks money	Store contact details

Kiruthiga

Advertising	Direct communication	Share details to all
Displays nearest plasma donation camps	Increase Immunity power	User-friendly

3

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 and break it up into smaller sub-groups.

20 minutes

Login/Register

Plasma Donors register themselves	Volunteers can register and donate plasma	Store contact details
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Searching

Location based search	Search based on blood group	search nearest donation camp
required details can be filtered		

Features

Ads free application	User-friendly
Direct communication	Application saves time
Displays nearest plasma donation camps	

Advantages

Donors never asks money	Increase Immunity power	Increase blood circulation
Prescreening checkup	People find plasma donor easily	

Rewards

Share details to all	Get reward based on number of Donations	Can share their rewards in social media handles	Encourage donors by giving membership/ perks.
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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

The matrix plots ideas based on their importance (y-axis) and feasibility (x-axis). Ideas are represented by sticky notes of different colors. A heart icon on the y-axis indicates the importance of the ideas. A tip box suggests that participants can use their own criteria to prioritize ideas.

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility

Regardless of their importance, which tasks are most feasible than others? (Cost, time, effort, complexity, etc.)

Tip

Participants can use their own criteria to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.

Ideas plotted:

- Direct communication
- Search based on blood group
- Donors never asks money
- required details can be filtered
- Get reward based on number of Donations
- Create awareness by organizing programs
- Prescreening checkup
- Send Request/Alert Message to Donor
- Check whether the person is eligible to donate
- People find plasma donor easily