Brainstorm

& idea prioritization

## PLASMA DONOR APPLICATION TEAM MEMBERS:

**SHIVANI**

**SNEHA**

## DILLI BABU

## CHANDRA SEKHAR

**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**

1. **Team gathering**

Define who should participate in the session and send an

invite. Share relevant information or pre-work ahead.

1. **Set the goal**

Think about the problem you'll be focusing on solving in

the brainstorming session.

1. **Learn how to use the facilitation tools**

Use the Facilitation Superpowers to run a happy and

productive session.

**1**

**Define your problem statement**

Although the government is carrying out Covid vaccination campaigns on a large scale, the number of vaccines produced is not enough for all the population to get vaccinated at present. And with the corona positive cases rising every day, saving lives has become the prime matter of concern. As per the data provided by WHO more than 3 million people have died due to the coronavirus ( https://covid19.who. int/). However, apart from vaccination, there is another scientifc method by which a covid infected person can be treated and the death risk can be reduced. This plasma therapy is an experimental approach to treat corona-positive patients and help them recover. This plasma therapy is considered to be safe & promising. A person who has recovered from Covid can donate his/her plasma to a person who is infected with the coronavirus

**2**

## Brainstorm

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

**10 minutes**

**SHIVANI SNEHA DILLIBABU**

Donor details are verified

Patient can connect with donors

Person who needs Plasma can

post request

Keep the track of

request

Connect with Donors

Keep track of Request

**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**

Patient can connect with

donors

Person who needs Plasma can

post request

Keep the track of

request

**TIP**

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as

themes within your mural.

Check the Status of the

Donor

Keep the track of request

Blood Bank can check the status of

donors

Post the request

Connect with available donors

**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**

# 

Report if any issue with donor details

Check the status of

donors

## 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**

1. **Share the mural**

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

1. **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.

Patient can Post the request

Donor detailes are

verified

Donor details are v erif ied

Post the request

Connect with Donors

**10 minutes** to prepare

**1 hour** to collaborate

**2-8 people** recommended

[**Open article**](https://support.mural.co/en/articles/2113740-facilitation-superpowers)

### Key rules of brainstorming

Keep the track of

request

To run an smooth and productive session

### Keep moving forward

**Strategy blueprint**

Define the components of a new idea or strategy.

[**Open the template**](https://app.mural.co/template/e95f612a-f72a-4772-bc48-545aaa04e0c9/984865a6-0a96-4472-a48d-47639307b3ca)

**Customer experience journey map**

Stay in topic.

Emergency Donation

Donor details are

verified

Defer judgment.

Encourage wild ideas.

Listen to others.

**CHANDRA SEKHAR SHIVANI**

### Importance

Individual Login ID's are provided to

users

Report if any issue with donor details

Blood Bank can check the status of

donors

If each of these tasks could get

Understand customer needs, motivations, and obstacles for an experience.

[**Open the template**](https://app.mural.co/template/b7114010-3a67-4d63-a51d-6f2cedc9633f/c1b465ab-57af-4624-8faf-ebb312edc0eb)

Patient can connect with

donors

Emergency Donation

# 

Blood Bank can check the status of

donors

Individual Login ID's are provided to

users

Report if any issue with donor

details

After Donor details are

verified

Emergency Donation

Check the status of donors

Go for volume. If possible, be visual.

# 

User can post the

request

Donor provide plasma to fullfill the

request

done without any difficulty or cost, which would have the most positive impact?

Connect with Donors

#### User can Post the Request

ndividual gin ID's are ovided to

I

Lo pr

users

Connect with Donors

**Strengths, weaknesses, opportunities & threats**

Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

[**Open the template**](https://app.mural.co/template/6a062671-89ee-4b76-9409-2603d8b098be/ca270343-1d54-4952-9d8c-fbc303ffd0f2)

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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.

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**TIP**

Participants c cursors to poi

User can Post the Request

**Template**

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**Feasibility**

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

See a finished version of this template to kickstart your work.