Ideation Phase
Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID32524
Project Name	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.

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
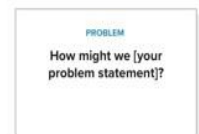Use the Facilitation Superpowers to run a happy and productive session.

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 an smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

2

Brainstorm

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

🕐 10 minutes

KIRUTHIGA

- Aesthetic UI Design
- Storing personal detailslike address in a secure manner
- Email notification functionality
- Dynamic database updation
- Simple and direct buttons and instructions
- Collaborating with government
- Awareness page inside the app
- Advertise and market the app
- Incentives to the Donor

KALAIYARASI

- User Friendly
- Responsive UI
- Collaboration with WHO
- Free of cost Platelets
- Message and E mail notification of donors and recievers
- User Security
- Ease of access of Platelets
- Keep track of users
- Fast availability of Donors

MEGANZIE CHARLES

- Keeping Anonymity among users
- Using 2FA in app
- Collaboration with Google Calendar
- Rewards for Donors
- Donation camps in Rural Areas
- Periodic Fundraising Sessions
- Section spreading the need for plasma donation
- Get specialists on-board for health support
- Separate pages for Donor and Reciever

RESHMA

- Make the app reach rural places
- Posters and social media marketting
- Clear instructions
- Provide platelets all over the world
- Coupon codes and Goodies to donors
- User Feedback
- Arrange delivery facilities
- Dark mode and light mode UI
- Fast fixing of bugs

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**

User Interface

- Aesthetic UI Design
- Dark mode and light mode UI
- Responsive UI
- Clear instructions

Core Functionalities

- Email notification functionality
- Collaboration with Google Calendar
- Free of cost Platelets
- Message and E mail notification of donors and recievers
- Provide platelets all over the world
- Arrange delivery facilities

Marketing

- Collaborating with government
- Advertise and market the app
- Collaboration with WHO
- Posters and social media marketting
- Make the app reach rural places
- Section spreading the need for plasma donation

Reward System

- Incentives to the Donor
- Coupon codes and Goodies to donors
- Rewards for Donors
- Periodic Fundraising Sessions

Security

- Storing personal details like address in a secure manner
- Keeping Anonymity among users
- User Security
- Using 2FA in app

Miscellaneous

- Fast fixing of bugs
- Awareness page inside the app
- User Feedback
- Keep track of users
- Get specialists on-board for health support

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**

♡

Importance

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

- Responsive UI
- Fast fixing of bugs
- Using 2FA in app
- Storing personal details like address in a secure manner
- Keeping Anonymity among users
- Clear instructions
- User Feedback
- Get specialists on-board for health support
- Periodic Fundraising Sessions
- Advertise and market the app
- Email notification functionality
- Free of cost Platelets
- Rewards for Donors
- Arrange delivery facilities
- User Feedback
- Awareness page inside the app
- Collaborating with government
- Aesthetic UI Design
- Incentives to the Donor
- Collaboration with WHO
- Dark mode and light mode UI
- Collaboration with Google Calendar

⚑

Feasibility

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