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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 help people
send and received tickets-
free using the app?



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.

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 pencil [switch to sketch] icon to start drawing!

Monisha S	Deepika V	Monisha S	Nathiya P
Aesthetic UI Design	User Friendly	Keeping facilities among users	Make the app reach rural places
Storing personal details like address in a secure manner	Responsive UI	Using 2FA in app	Posters and social media marketing
Email notification functionality	Collaboration with corporation	Collaboration with Google Calendar	Clear instructions
Dynamic database updation	Average cost in tickets	Rewards for tickets	Provide tickets all over the world
Simple and direct buttons and instructions	Message and E mail notification of sender and receiver	Ticket camps in Rural Areas	Coupon codes and Goodies to customers
Collaborating with government	User Security	Quality foods	User Feedback
Awareness page inside the app	Easy of access of tickets	Neat compartment are available	Arrange anytime tickets facilities
Advertise and market the app	Keep track of users	Customer details safe and secure	Dark mode and light mode UI
Incentives to the tickets	Fast availability of tickets	Separate pagefor senderand Receiver	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

Average cost of tickets

Message and E mail notification of sender and receivers

Provide tickets all over the world

Arrange anytime tickets facilities

Marketing

Collaborating with government

Advertise and market the app

Collaboration with corporation

Posters and social media marketing

Make the app reach rural places

Easy to access the tickets

Reward System

Incentives to the person

Coupon codes and Goodies to customers

Rewards for customers

Quality foods available

Security

Storing personal details like address in a secure manner

Keeping security among users

User Security

Using 2FA in app

Miscellaneous

Fast fixing of bugs

Awareness page inside the app

User Feedback

Keep track of users

Comfort to travel

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

