

# Phase I - Ideation Phase

## Problem Statement

In today’s digital world, the ability to create and manage online forms has become essential across industries—be it in healthcare, education, event management, business operations, or research. However, while the demand for customizable and responsive form solutions is growing rapidly, existing tools in the market often fall short in meeting the practical needs of a diverse user base. Most platforms are either overly simplistic with limited functionality or too complex, requiring users to have a certain level of technical expertise, especially in coding, layout structuring, or API integrations. This creates a significant barrier for individuals and small to medium-sized organizations who lack access to technical resources but still need to create tailored, secure, and data-driven forms.

The gap becomes more apparent in scenarios where users need to not just collect data, but also customize the appearance of their forms, ensure brand consistency, manage conditional logic, secure submissions, and visualize the data—all within a user-friendly interface. Many form creation tools restrict users to pre-defined templates, offer limited customization options, or fail to provide a flexible workflow for form management. Moreover, crucial features such as CAPTCHA protection, SSL encryption, third-party integration, and real-time analytics are often either missing or locked behind expensive paywalls.

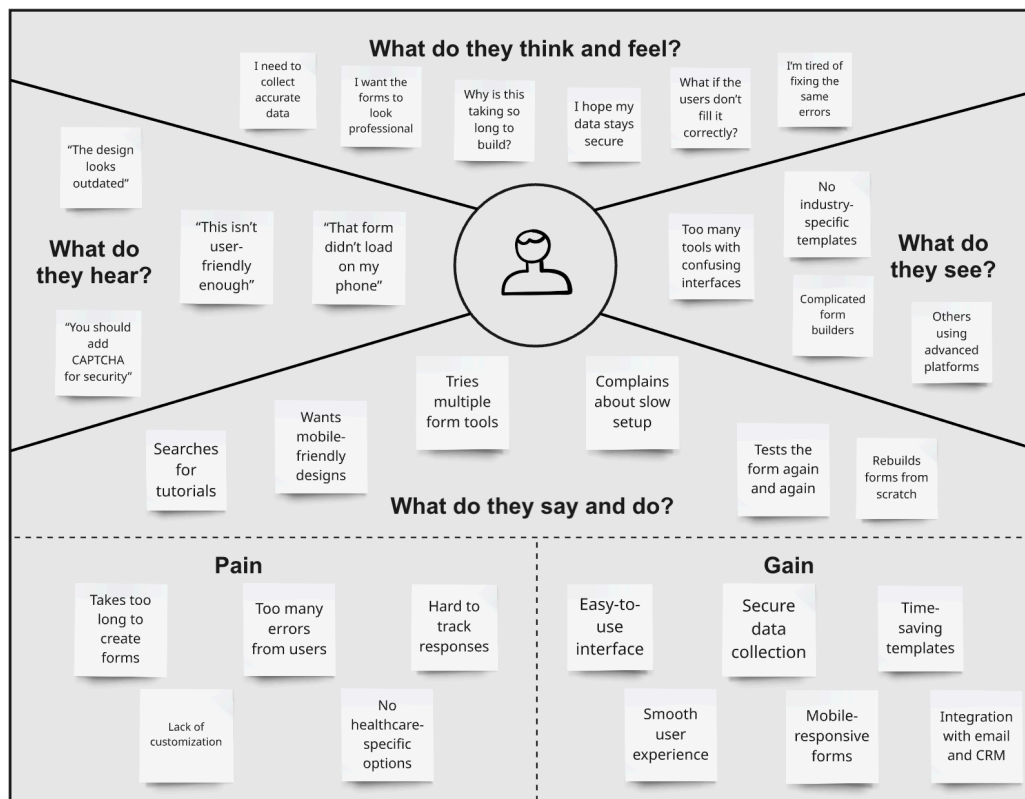
From a user experience perspective, form creation should not be a bottleneck that consumes valuable time and effort. Yet, many users—such as administrative staff, educators, researchers, and entrepreneurs—find themselves stuck with inefficient solutions or forced to rely on external developers for simple requirements. These inefficiencies not only slow down productivity but also affect the quality and accuracy of data collection.

Given this context, there is a clear need for a robust, user-friendly, and highly customizable form builder that empowers non-technical users to create professional-grade forms without the usual limitations. The ideal solution should offer flexibility in design, a rich variety of field types, secure data handling, visual data analytics, and seamless integrations—all while being easy to use and accessible to a broad range of users. Medley Pharma aims to address this gap by providing a dynamic platform that streamlines form creation, management, and data visualization through a no-code, drag-and-drop interface enriched with essential security and workflow features.

Problem Statement (PS)	I am (Customer)	I’m trying to	But	Because	Which makes me feel
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1	A small business owner	Create customized forms for collection customer feedback and registrations	I have to rely on expensive tools or hire developers	Most tools are either costly, complex, or lack flexibility	Frustrated and restricted in digital growth
2	A college event coordinator	Design a registration form that matches the event branding and logic	Tools available are rigid and hard to personalize	They don't support conditional logic or visual customization	Disappointed and unable to deliver a seamless experience
3	A researcher conducting surveys	Collect structured responses securely	Free platforms don't offer proper data protection	They lack SSL, CAPTCHA, and advanced privacy settings	Worried and hesitant to use them for real data

## Empathy Map



# Brainstorming

## 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 make it easier and more secure for users to create and manage online forms through Medley Pharma?

## 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 pencil (switch to sketch) icon to start drawing!

**Person 1**

Drag-and-drop form builder

Real-time form preview

Pre-designed templates

**Person 2**

Theme customization (colors/fonts)

CAPTCHA for security

Form cloning feature

**Person 3**

Google Sheets integration

Export data as CSV/PDF

Email notification on submit

**Person 4**

Multi-step form support

Save draft option

SSL encryption

**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 can 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.

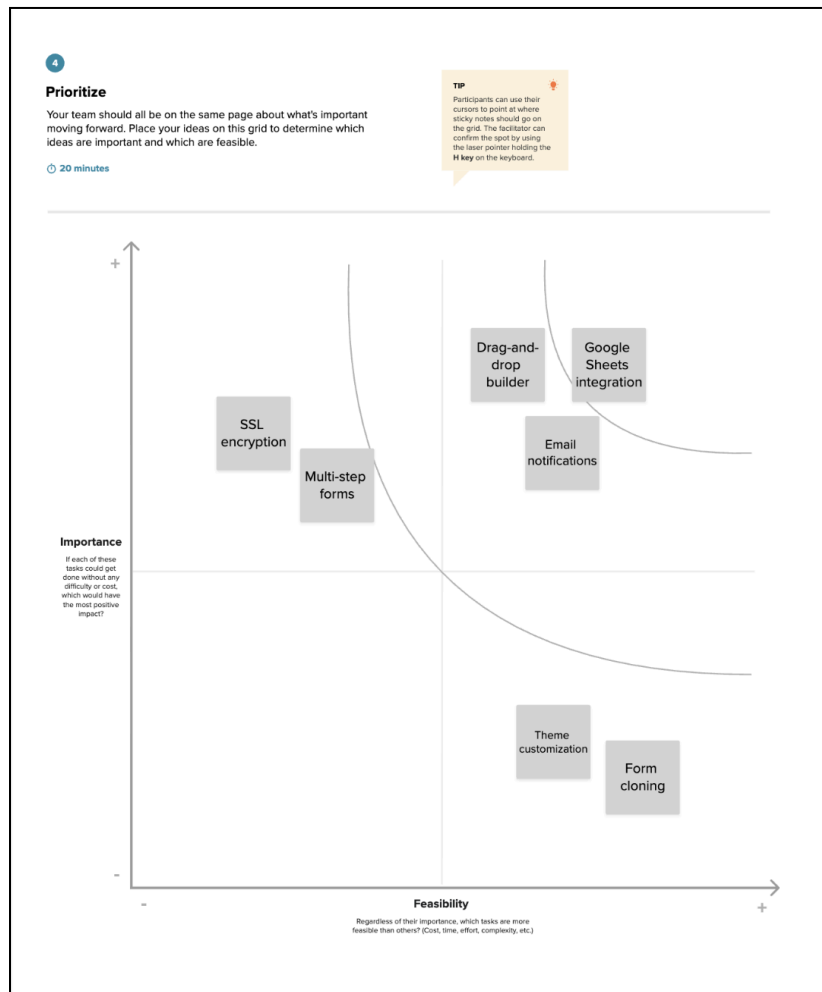
**Form Design & Usability**  
(drag-and-drop, preview, multi-step, templates)

**Data & Security**  
(CAPTCHA, SSL, save drafts, email alerts)

**Integration & Export**  
(Google Sheets, CSV/PDF export, cloning)

**Customization**  
(theme colors, fonts)

### Step-3: Idea Prioritization



Our team conducted a structured brainstorming session to improve the usability, security, and flexibility of Medley Pharma, a dynamic tool for creating and managing online forms. The session followed the typical three-step design thinking process: defining the problem, generating ideas, and prioritizing solutions.

We began by framing our problem statement as:

**“How might we make it easier and more secure for users to create and manage online forms through Medley Pharma?”**

With this question as our guide, each of the four team members contributed three unique ideas, resulting in a total of 12 key suggestions. We focused on four main themes that emerged naturally from the brainstorming:

- **Form Design & Usability:** Ideas like drag-and-drop form builder, real-time preview, and multi-step forms were proposed to make the tool more intuitive and user-friendly.
- **Data & Security:** Ensuring user data security was a core concern. Suggestions included CAPTCHA, SSL encryption, and allowing users to save drafts.
- **Integration & Export:** To improve data handling, we discussed integrating Google Sheets and allowing export to formats like CSV and PDF. An email notification feature for new submissions was also considered.
- **Customization Options:** Personalizing form appearance through color and font settings was another suggestion aimed at enhancing user control and brand alignment.

After idea generation, we grouped similar concepts and moved to prioritization based on feasibility and impact. We chose to move forward with high-impact and high-feasibility ideas such as:

- Drag-and-drop builder
- Google Sheets integration
- Email notifications

On the other hand, **more complex or lower-priority ideas** such as multi-step forms and SSL encryption were noted for future consideration but deprioritized for now due to time and implementation constraints.

This session helped us identify clear goals for improving Medley Pharma's user experience while maintaining security and scalability. It also provided a roadmap for short-term development and long-term enhancements.