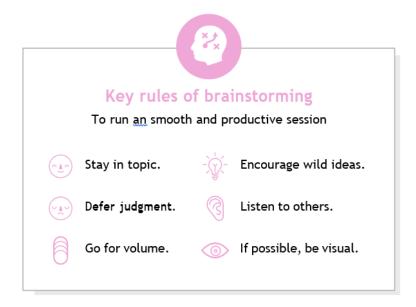## 1

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 help people donate and recieve plasma hassle-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.

2

Brainstorm

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

🕐 10 minutes

1) Abhishek Kumar:

- Aesthetic UI Design
- Collaborating with government
- Responsive UI
- Ease of access of platelets
- Collaboration with google calendar
- Get specialists on-board for health support
- Provide platelets all over the world

2) Aman Khemka:

- Storing personal details like address in a secure manner
- Awareness page inside the app
- Collaboration with WHO
- Keep track of users
- Rewards for donors
- Separate pages for donor and receiver
- Coupon codes and goodies to donors

3) Jadav Rajveer:

- Email notification functionality
- Advertise and market the app
- Free of cost platelets
- Fast availability of donors
- Donation camps in rural areas
- Make the app reach rural places
- User feedback

4) Sagar Seth:

- Dynamic database updation
- Incentives to donor

- Message and email notifications of donors and receivers
- Keeping anonymity among users
- Periodic fundraising sessions
- Posters and social media marketing
- Arrange delivery facilities

5) Ridham Verma:

- Simple and direct buttons and instructions
- User friendly
- User security
- Using 2FA in app
- Section spreading the need for plasma donation
- Clear instructions
- Dark mode and light mode UI