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**
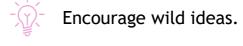

PROBLEM

How might we help people 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

SUDHAKAR

- Aesthetic UI Design
- Storing personal details like 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 tickets

SATHISH

- User Friendly
- Responsive UI
- Collaboration with corporation
- Average cost in tickets
- Message and E mail notification of sender and receiver
- User Security
- Easy of access of tickets
- Keep track of users
- Fast availability of tickets

DEVANDIRAN

- Keeping facilities among users
- Using 2FA in app
- Collaboration with Google Calendar
- Rewards for tickets
- Ticket camps in Rural Areas
- Quality foods
- Neat compartment are available
- Customer details safe and secure
- Separate pagefor senderand Receiver

RAVIKUMAR

- Make the app reach rural places
- Posters and social media marketing
- Clear instructions
- Provide tickets all over the world
- Coupon codes and Goodies to customers
- User Feedback
- Arrange anytime tickets 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
- 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

♡

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

Comfort to travel

Easy to book the tickets

Advertise and market the app

Email notification functionality

Average cost of tickets

Rewards For person

Arrange anytime tickets facilities

User Feedback

Awareness page inside the app

Collaborating with government

Aesthetic UI Design

Incentives to the customers

Collaboration with corporation

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.)