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

Dhanapal N

- 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

Deva C

- 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

Dhanavel M

- 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

Bregit Raj B

- 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

3

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.)