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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 donate and receive 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.

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!

Gayathree S	Manoranjani J	Gokulapriya R	Kaviya C
Aesthetic UI Design	User Friendly	Keeping Anonymity 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 WHO	Collaboration with Google Calendar	Clear instructions
Dynamic database updation	Free of cost Platelets	Rewards for Donors	Provide platelets all over the world
Simple and direct buttons and instructions	Message and E mail notification of donors and receiver	Donation camps in Rural Areas	Coupon codes and Goodies to donors
Collaborating with government	User Security	Periodic Fundraising Sessions	User Feedback
Awareness page inside the app	Ease of access of Platelets	Section spreading the need for plasma donation	Arrange delivery facilities
Advertise and market the app	Keep track of users	Get specialists on-board for health support	Dark mode and light mode UI
Incentives to the Donor	Fast availability of Donors	Separate pages for Donor and 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

Free of cost Platelets

Message and E mail notification of donors and recievers

Provide platelets all over the world

Arrange delivery facilities

Marketing

Collaborating with government

Advertise and market the app

Collaboration with WHO

Posters and social media marketing

Make the app reach rural places

Section spreading the need for plasma donation

Reward System

Incentives to the Donor

Coupon codes and Goodies to donors

Rewards for Donors

Periodic Fundraising Sessions

Security

Storing personal details like address in a secure manner

Keeping Anonymity among users

User Security

Using 2FA in app

Miscellaneous

Fast fixing of bugs

Awareness page inside the app

User Feedback

Keep track of users

Get specialists on-board for health support

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

