PLASMA DONOR APPLICATION:

IDEATION PHASE

Ideation:

Once all the data and insights were gathered from the research phase, the next step was to generate potential solutions.

The whole team got together for a brainstorming session, where everyone came up with various ideas and solutions. We arrived at a consensus by selecting the most feasible alternative, the one which addressed all the constraints.

User flow

After zeroing down on the best possible solution, created a user flow and shared it with the co-founders to give them an idea of how the system will act and how the user will interact with it.

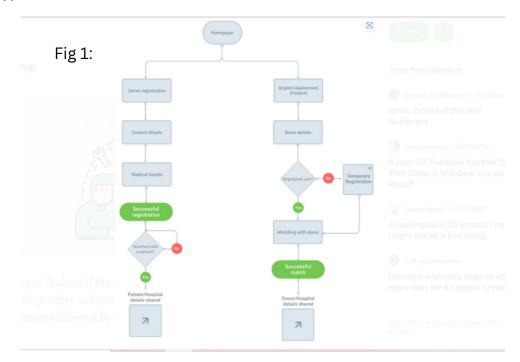
Wireframes

It is important to define the skeleton or structure of the page, before filling it up with content and other visual elements. Lo-fidelity wireframes sketches helped me in outlining the structure of the interface, its pages and the basic information architecture of the product.

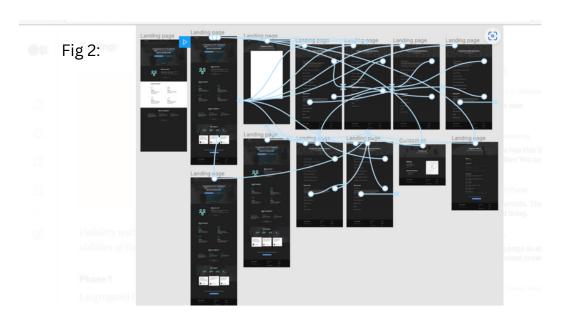
Mockup

Based on the lo-fid sketches, Icreated a mockup and a basic working prototype using Figma.

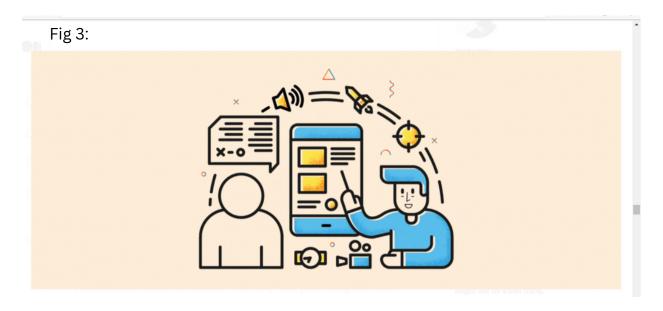
FLOWCHART



WIRELESS FRAMEWORK



IDEATION



MOKUP

Fig 4:

