

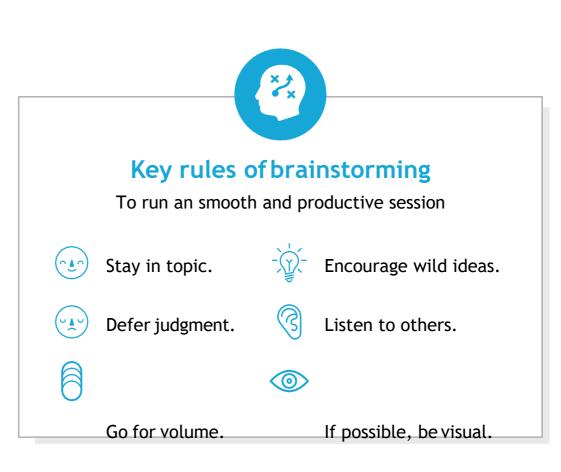
### Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

**Ö** 5 minutes

#### PROB LEM

How might we help people donate and receive plasma hassle-free using the app?

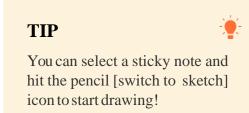




#### **Brainstorm**

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

#### ① 10 minutes



| Nitheesh Kumar T   | L Chandra kiran TM1                                     | Sai Tharun TM2                                 | Mukesh TM3                           |
|--|---|--|--------------------------------------|
| Aesthetic UI Design                                      | User<br>Friendly  | Keeping Anonymity among users                  | Make the app reach Ruralplaces       |
| 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<br>with Google<br>Calendar       | Clear instructions                   |
| Dynamic<br>database<br>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 receivers | Donation camps in Rural Areas                  | Coupon codes and Goodies to donors   |
| Collaborating with government                            | User<br>Security  | Periodic Fundraising Sessions                  | User<br>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<br>availability of<br>Donors                       | Separate pages for Donor and Receiver          | Fast fixingof 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 marketting

Make the app reach rural places

Section spreading the need for plasma donation

# **Reward System**

Incentivesto the Donor

Coupon codes and Goodiesto 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 pageinside the app

User Feedback

Keep track of users

Get specialists on-board for health support

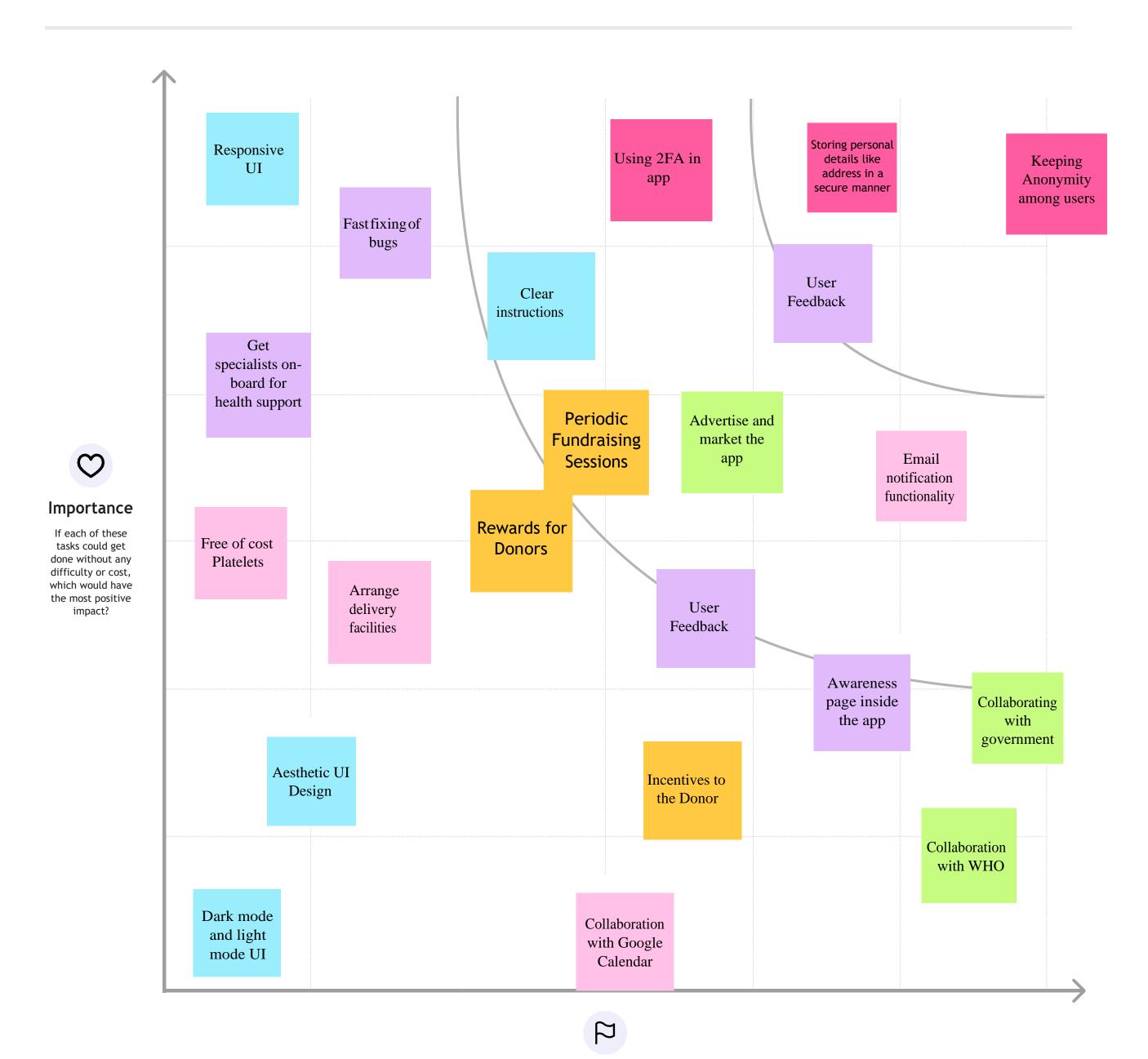


#### **Prioritize**

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





#### Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

