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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 recieve 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!

| Dhanush TL | Jaya Surya TM1 | Kesavaraj TM2 | Mohan TM3 |
|--|---|--|--------------------------------------|
| 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 recievers | 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 Reciever | 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 marketting

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

