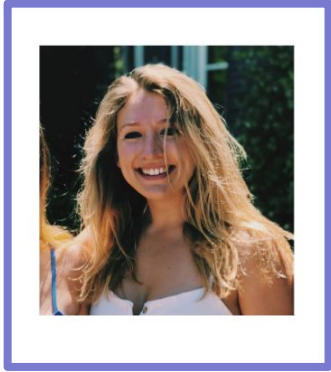


thundr

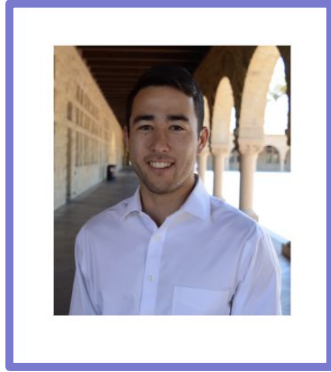


brainstorm with sound

The Team



Caroline Willis



Austin Jones

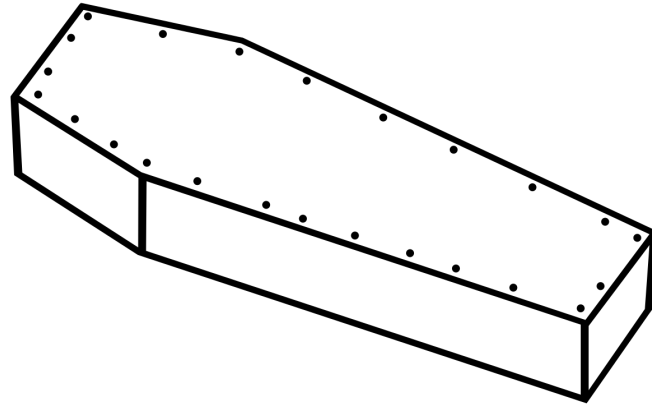


Emma Alderton



Daniel Kharitonov

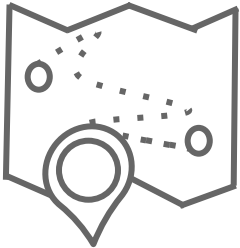
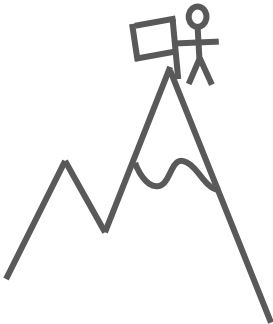
When I die, I want the people I did group projects with to lower me into my grave so they can let me down one last time.



Problem

Solution

Making it Real



The Problem with Brainstorming

- Silent brainstorming is ineffective



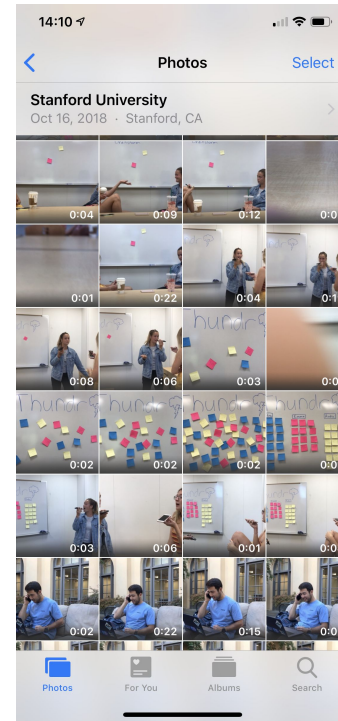
The Problem with Brainstorming

- Silent brainstorming is ineffective
- Difficult to find best ideas



The Problem with Brainstorming

- Silent brainstorming is ineffective
- Difficult to find best ideas
- Hard to save brainstorming



The Problem with Brainstorming

- Silent brainstorming is ineffective
- Difficult to find best ideas
- Hard to save brainstorming
- People can't join remotely



The Problem with Brainstorming

miro



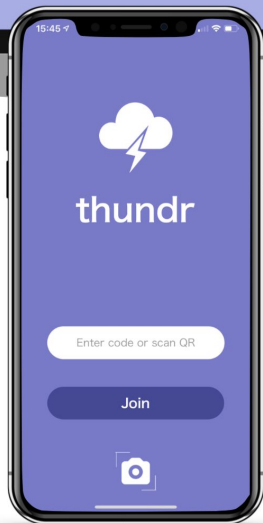
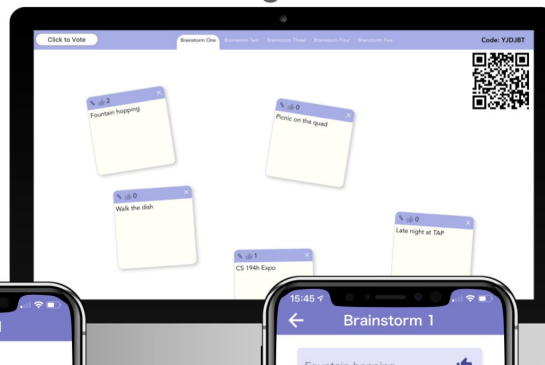
Don't facilitate *effective* brainstorming

Solution - Thundr

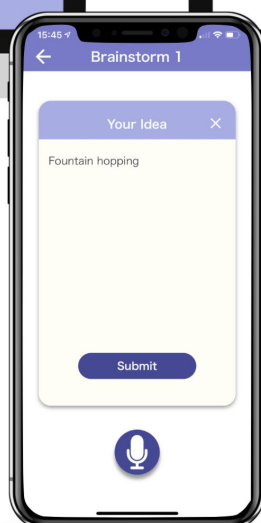
Create Brainstorm



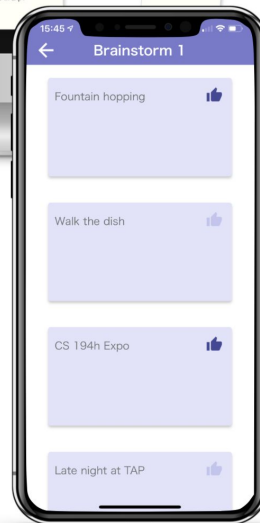
Manage Ideas



Join Brainstorm



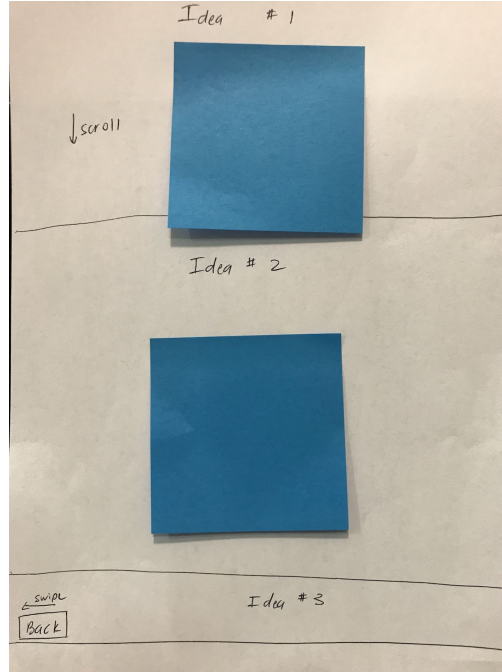
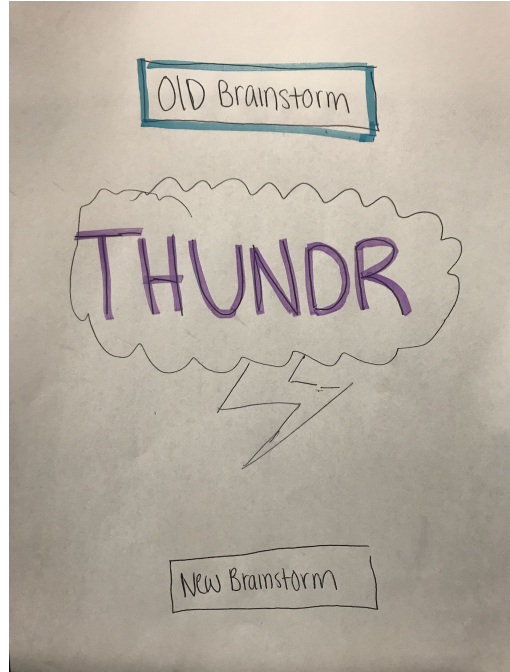
Submit New Idea



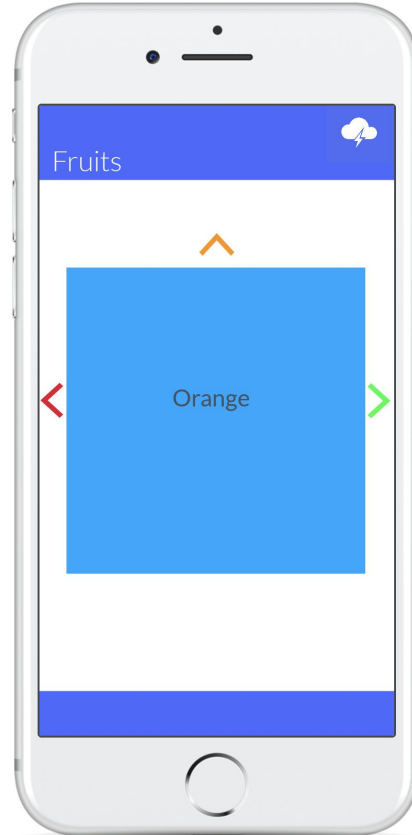
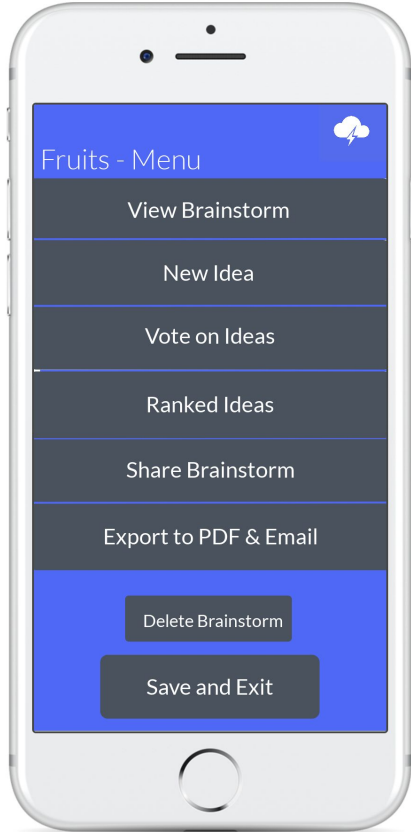
Vote On Ideas



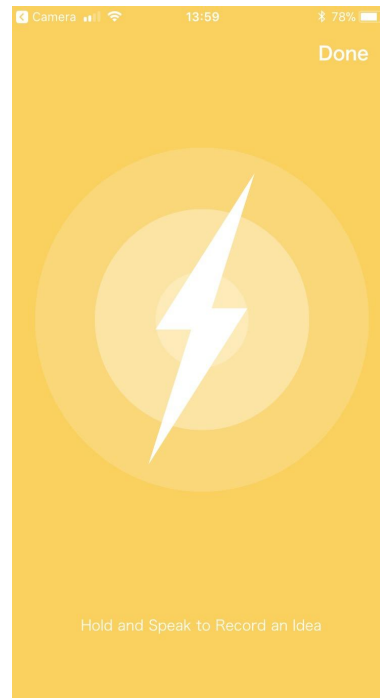
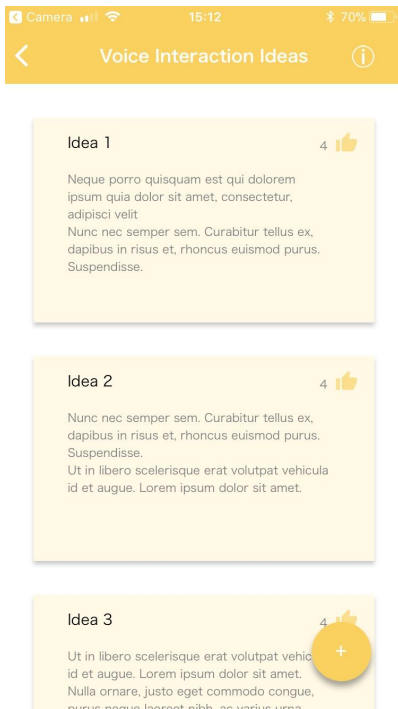
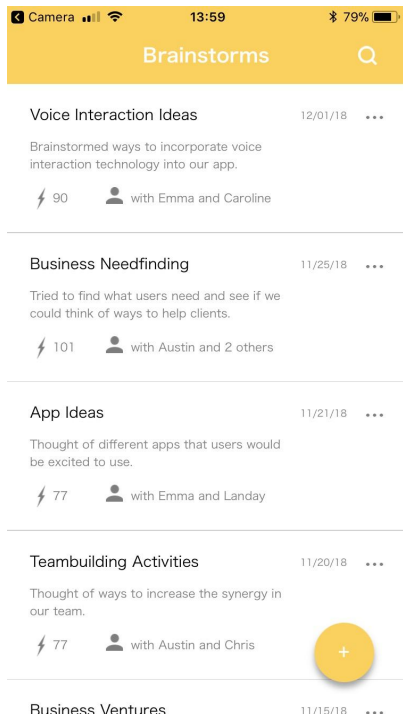
Design Evolution Low-Fi



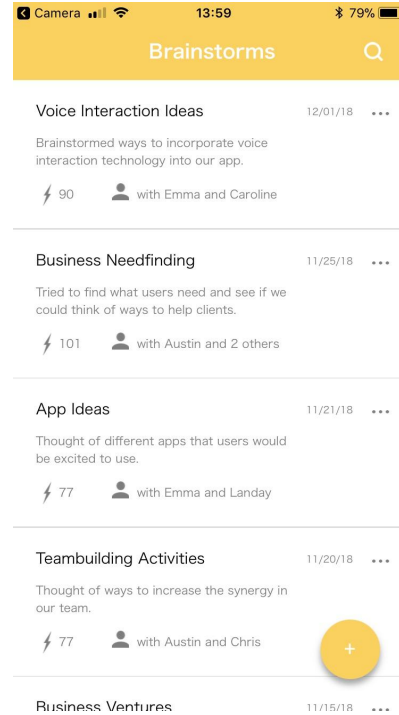
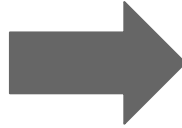
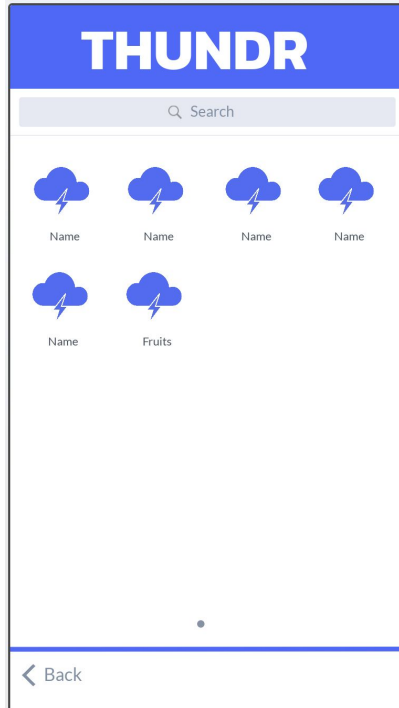
Design Evolution Med-Fi



Design Evolution Hi-Fi#1

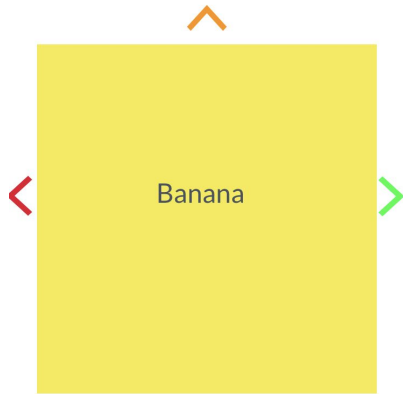


Design Evolution Hi-Fi#1




Design Evolution Hi-Fi#1

Fruits 



< Back

Camera 15:12 70%
Voice Interaction Ideas 

Idea 1

4 

Neque porro quisquam est qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit
Nunc nec semper sem. Curabitur tellus ex, dapibus in risus et, rhoncus euismod purus. Suspendisse.

Idea 2

4 

Nunc nec semper sem. Curabitur tellus ex, dapibus in risus et, rhoncus euismod purus. Suspendisse.
Ut in libero scelerisque erat volutpat vehicula id et augue. Lorem ipsum dolor sit amet.

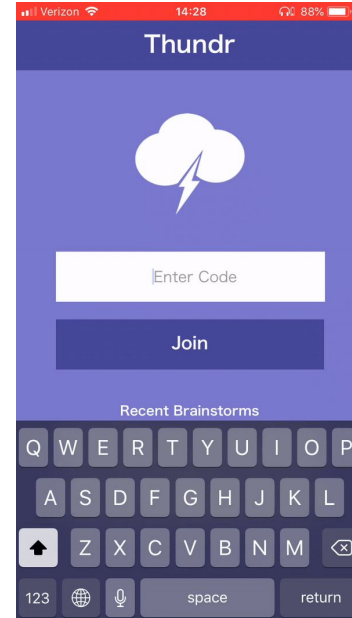
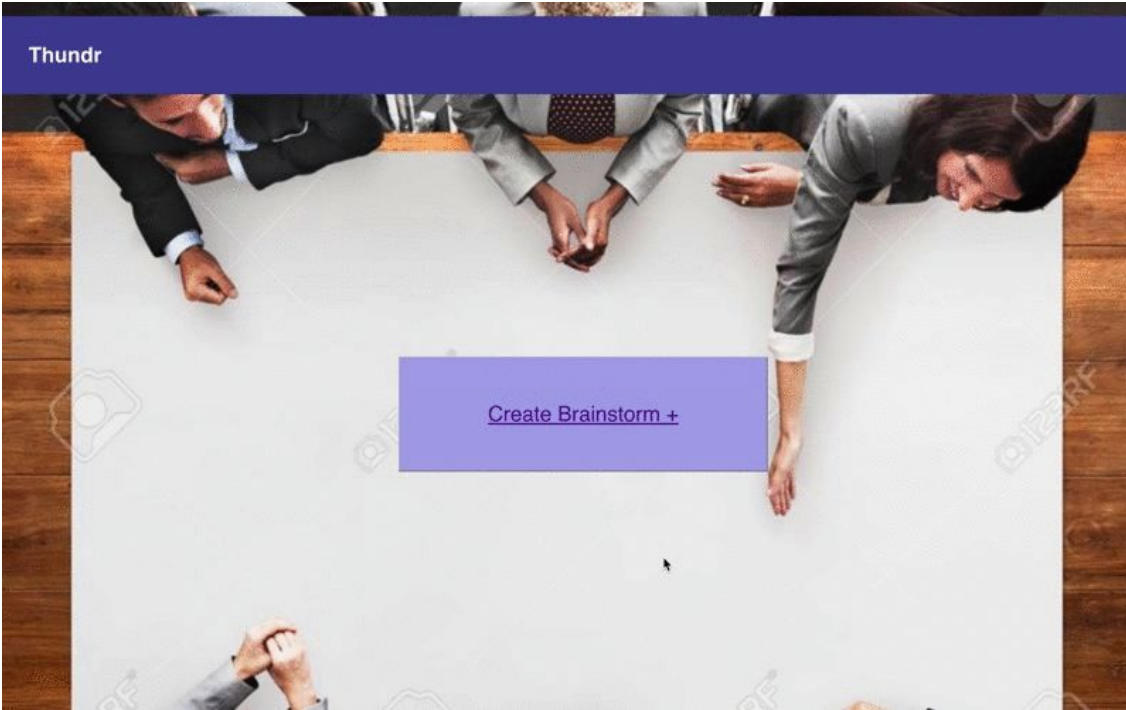
Idea 3

4 

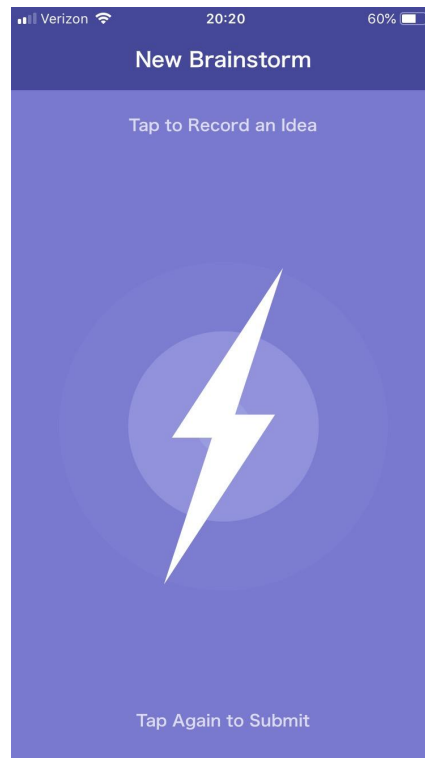
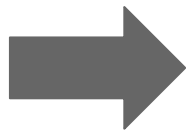
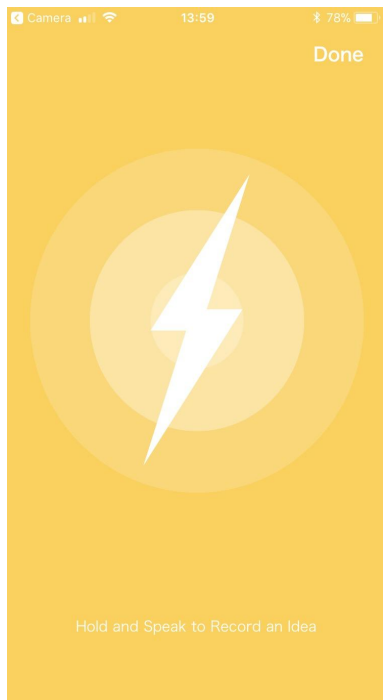
Ut in libero scelerisque erat volutpat vehicula id et augue. Lorem ipsum dolor sit amet. Nulla ornare, justo eget commodo congue, purus neque laoreet nibh. ac varius urna



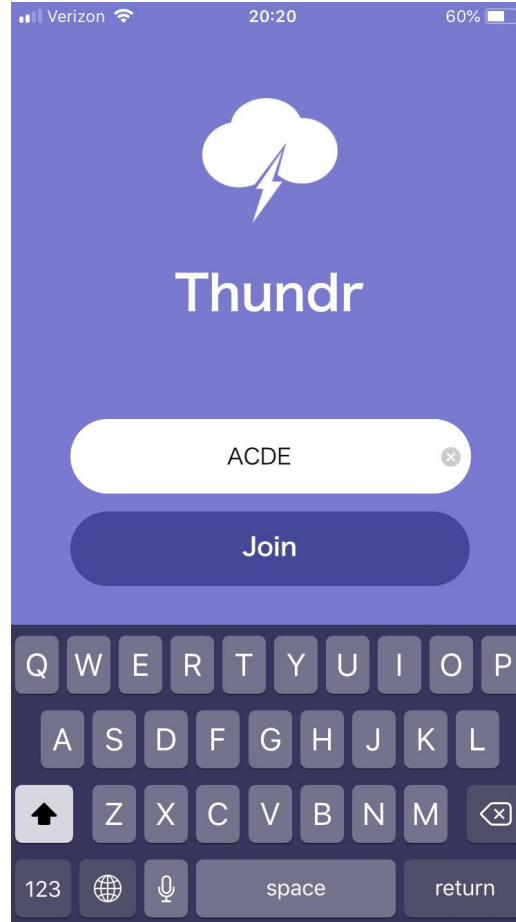
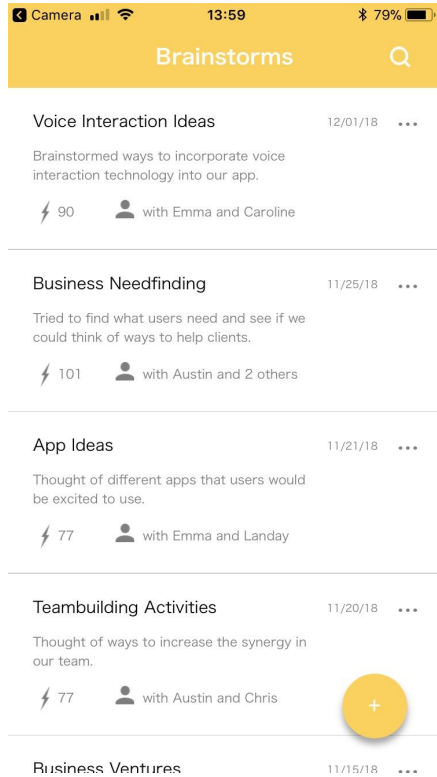
Design Evolution Hi-Fi#2



Design Evolution Hi-Fi#2



Design Evolution Hi-Fi#2



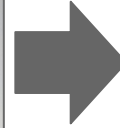
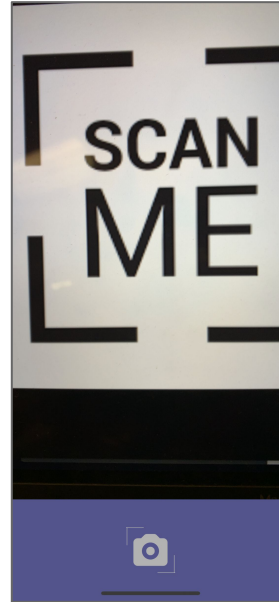
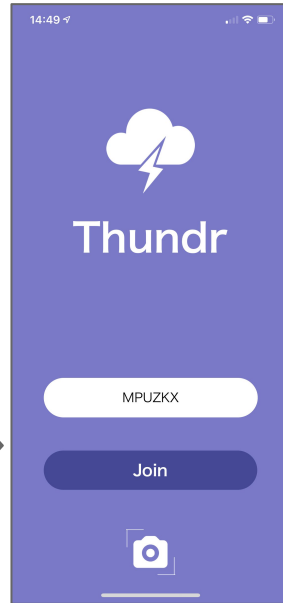
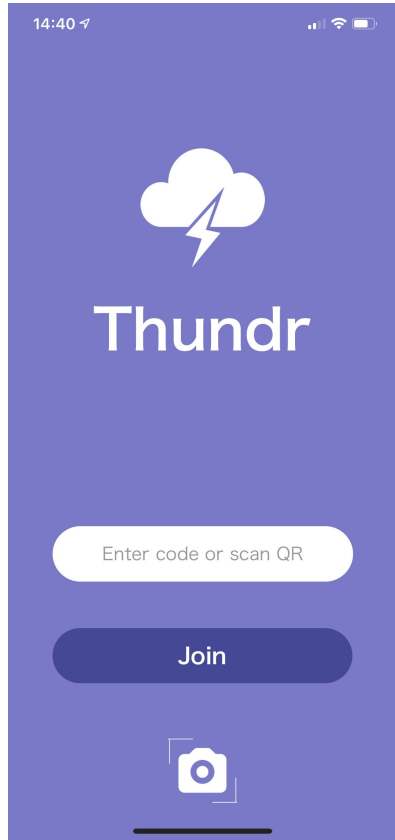
Final UI

Task 1 (Simple): Join a Brainstorm

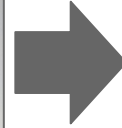
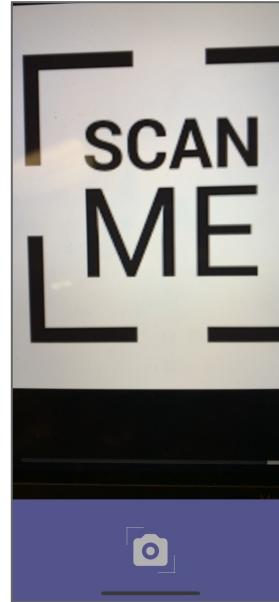
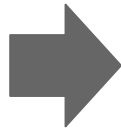
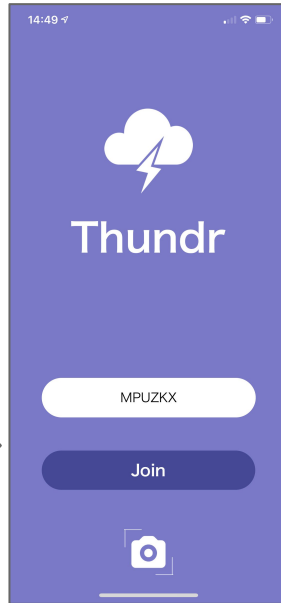
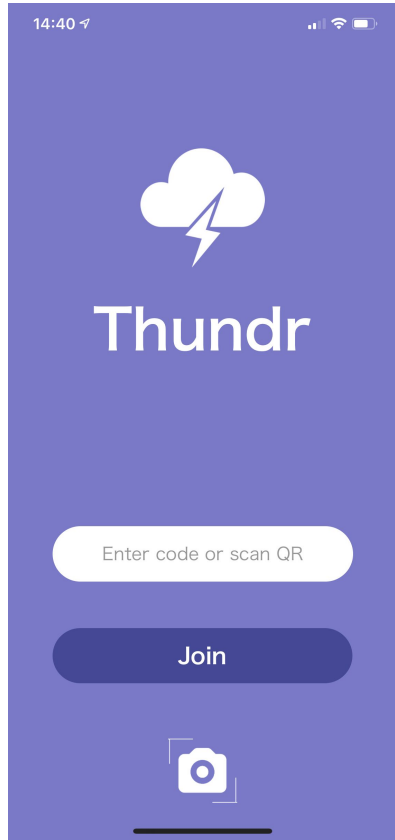
Task 2 (Complex): Record ideas

Task 3 (Medium): Vote on favorites

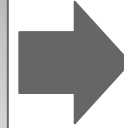
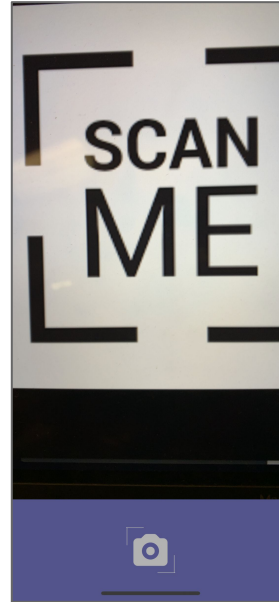
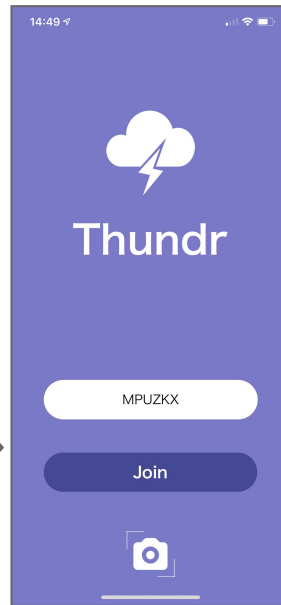
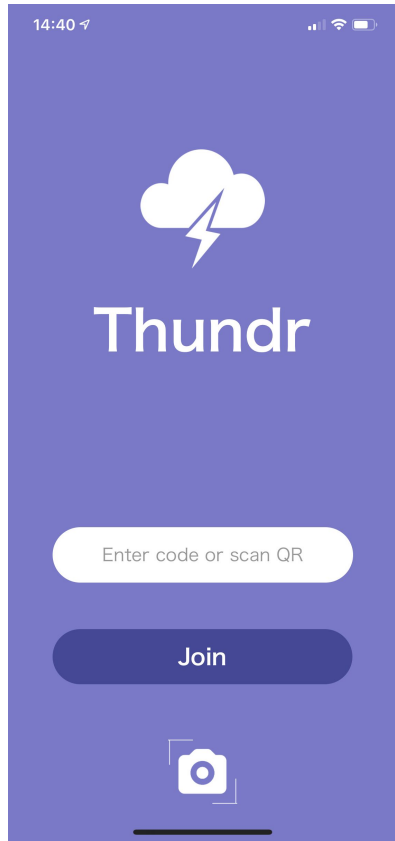
Task 1 (Simple): Join a Brainstorm



Task 2 (Complex): Dictate ideas



Task 3 (Medium): Vote on favorite ideas



Implementation

React



React Native



Firebase

Market fit

Problem ? Insert

Brainstorming isn't as efficient or productive as it could be

Remote brainstorming is challenging

Can be hard to get everyone in group to contribute to brainstorm

Difficult to store old brainstorm

Solution ? Insert

Thundr allows users to generate ideas using their voice

This speeds up the process of idea generation, increasing productivity by letting users stay in the flow of brainstorming without the need to write anything down

Remote brainstorm

Only need access code to join

Can access old brainstorm using code

Ideas and brainstorm are easily accessible and usable

Unique Value Proposition ? Insert

Brainstorm with your voice - no need for pen and paper

Ability to work remotely

Past brainstorm can be easily accessed and edited

Quicker to group and vote on which ideas to pursue



Unfair Advantage ? Insert

Insider information (D.school - heart of brainstorming)

Dream Team - Wide range of skills, passion and determination

Own thundr.app (for webapp)

Customer Segments ? Insert

High School/Middle School students (12-17) - Early adoption of brainstorming method will make it a more natural platform for them and more likely to continue using app

College students (18-24) - Hopefully will continue to bring use of app into work force

Businesses/Corporations (25-55)

Cost Structure ? Insert

Online Payment Processing Firms (eg. Visa, paypal)

IT infrast developr maintena

Marketing, PR and legal costs

Key Metrics ? Insert

Number of Brainstorms created

Number of Referrals

Apps Installed

Premium subscriptions

Channels ? Insert

Colleges: target one class at a time to build a user base, can then spread easily by word of mouth

Businesses: Target specific businesses and spread through company

Platform: Spread through existing platform (eg. Slack)

organization.

Future

The right side of the slide features a decorative graphic consisting of several overlapping geometric shapes in various shades of blue. A dark blue vertical bar is on the far right. To its left, a medium blue shape tapers from the top to the bottom. Further left, a light blue shape tapers from the bottom to the top, creating a triangular void in the center of the graphic.

thundr



brainstorm with sound