



# Brainstorm in a Box

Welcome to the “Brainstorm in a Box” for our maternal health challenge!

We’re tackling the issues of improving maternal health with mobile technologies in low-income countries and we’re glad you can join us!

In the Concepting phase of the challenge we’re seeking your fresh ideas for improving maternal health. These could be big ideas, little ideas, mobile ideas, maternal ideas... all are welcome.

You can submit them online at: <http://bit.ly/maternal-concepts/>

Running a live brainstorm with your friends and colleagues is a great way to get some ideas down quickly and easily.

This “Brainstorm in a Box” is a handy tool for hosting your own brainstorm!



---

How might we improve maternal health with mobile technologies for low-income countries?

open IDEO



## Here's how...



### 1. Gather your participants and materials

Send out an email, organise brunch, get your brainstorm group together. 3-5 is a good group size. Alternatively, you could also use this guide to brainstorm on your own while riding the train to work.

Materials to have ready include blank paper (or printouts of the Concept Capture Sheets we're providing you in this package), post-its, sharpies. M&Ms and sweets are good for a pick-me-up during long brainstorms.

### 2. Pick a brainstorm topic

Having a focus during your brainstorm is very important. Otherwise, you're not all speaking the same language or addressing the same problem. We prefer to pick a topic in the form of a "How might we..." question. Like, "How might we use mobile phones to deliver just-in-time information to women in labour?" We've put together a set of "How might we..." questions on the next page for you...

### 3. (Optional) Start with a warmup exercise

To get warmed up, you might want to try a quick 5 minute warmup exercise that's related to the topic (also on the next page...)

### 4. Rapidly brainstorm!

Brainstorm for 15-30 minutes on each topic. Go for quantity, defer judgement... read the Rules of Brainstorm ([http://bit.ly/oi\\_brainstorm](http://bit.ly/oi_brainstorm)) before you start.

### 5. Upload the concepts

Potentially the most challenging and important part of your mission. Uploading the ideas to OpenIDEO afterward! With the Concept Capture Sheets, you can easily scan them all in at work, or take photos of each and upload as images in the concepting form.



# Brainstorming topics

## How might we enable local healthcare workers to get the training and knowledge they need?

Local healthcare workers in low-income countries are not necessarily equipped with the right tools to tackle all issues related to maternal health. Think about connecting them with workers in larger urban communities, think about delivering information in an easy way.

Warmup: Name 30 types of training and knowledge that healthcare workers need?

---

## How might we achieve the benefits of great iPhone healthcare apps on lo-end mobile phones?

We've seen a lot of tracking and diagnosis apps for smartphones, could we take these and apply them to low-end phones in our target countries? Can we do it with SMS or a data network, text and low quality graphics?

Warmup: List 25 different sorts of tracking or diagnosis desired for maternal health?

---

## How might we create a support network for mums?

People can connect through a variety of means, face-to-face, the internet, SMS, phone calls, community bulletin board. Can we create a support network for mums?

Warmup: List 20 different ways people can connect and get support?

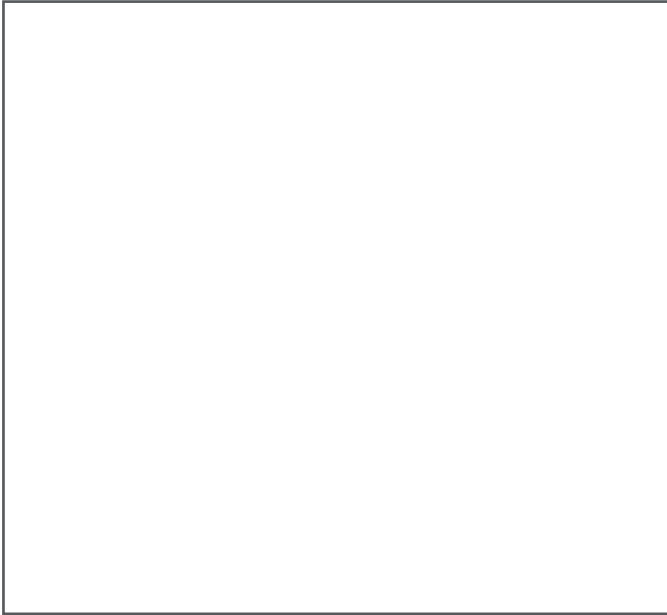
Warmup: List 20 people that could make up the support network for a mum?



Concept Capture Sheet

Name \_\_\_\_\_

Sketch your concept!



Quick summary

---

---

---

---

---

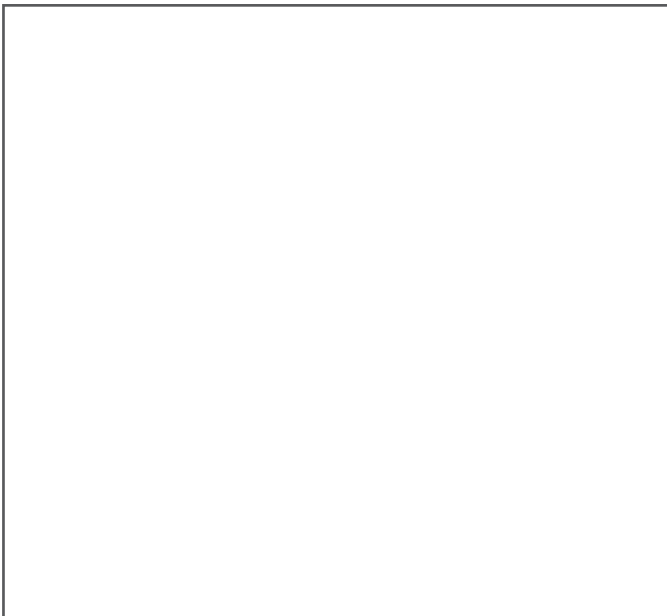
---



Concept Capture Sheet

Name \_\_\_\_\_

Sketch your concept!



Quick summary

---

---

---

---

---

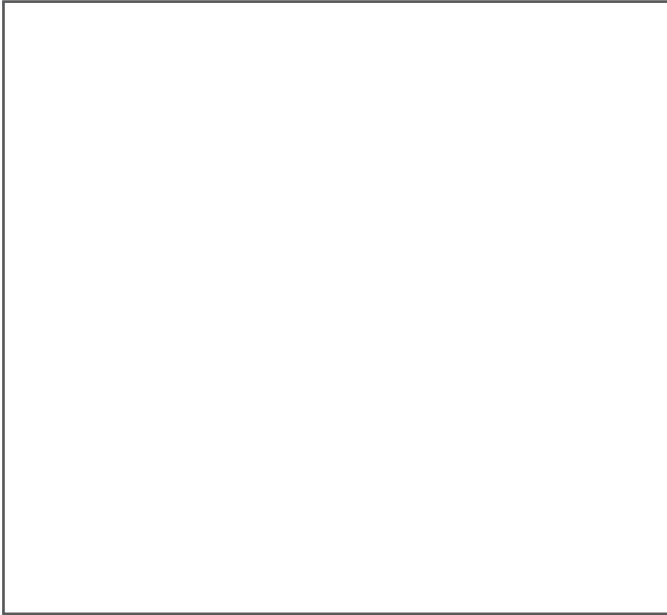
---



Concept Capture Sheet

Name \_\_\_\_\_

Sketch your concept!



Quick summary

---

---

---

---

---

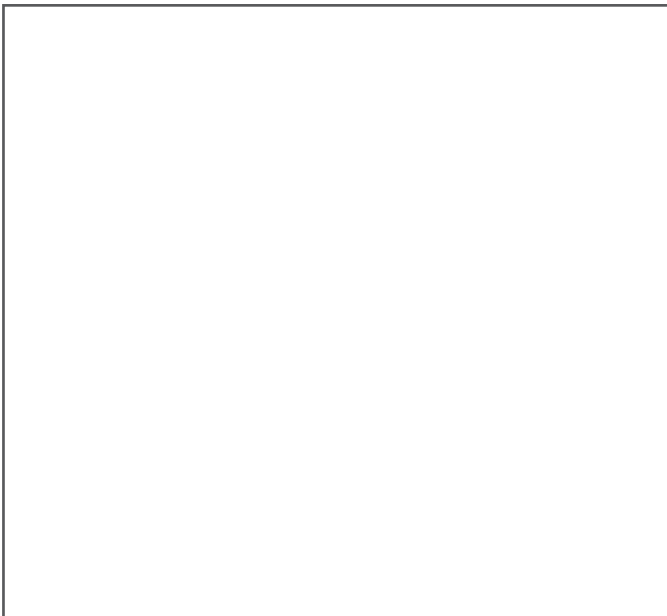
---



Concept Capture Sheet

Name \_\_\_\_\_

Sketch your concept!



Quick summary

---

---

---

---

---

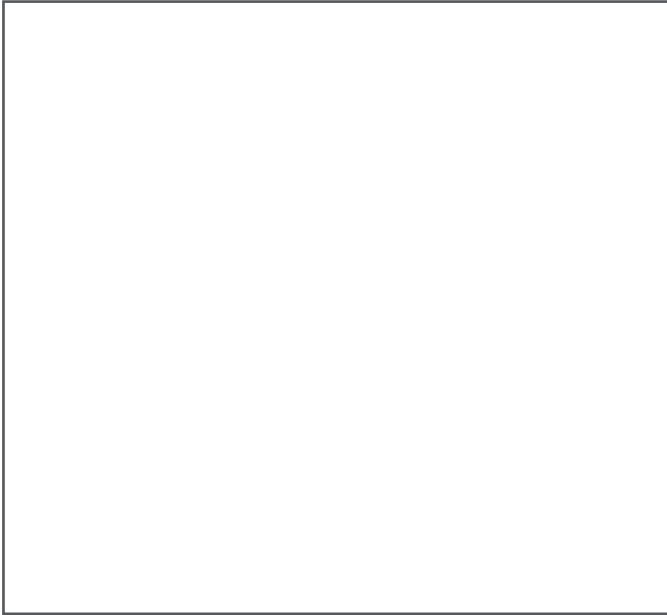
---



Concept Capture Sheet

Name \_\_\_\_\_

Sketch your concept!



Quick summary

---

---

---

---

---

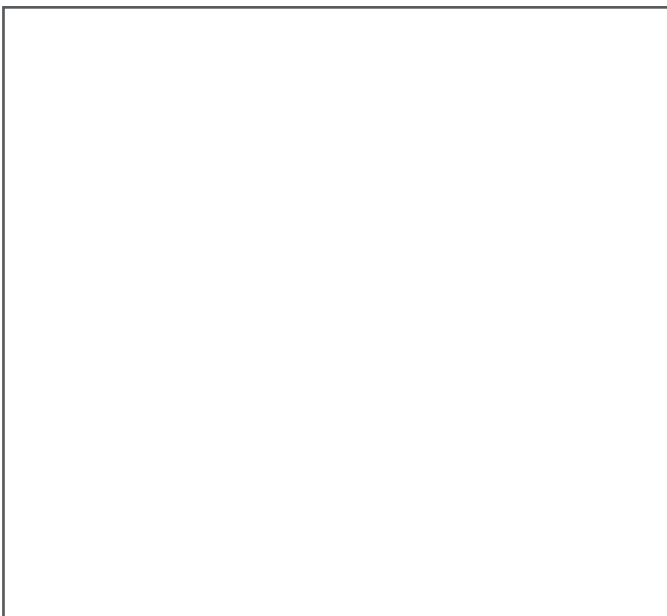
---



Concept Capture Sheet

Name \_\_\_\_\_

Sketch your concept!



Quick summary

---

---

---

---

---

---