Lists Idea Brief

Big Idea Group

Our company, the **Big Idea Group**, BIG for short, is actually a small company that does outsourced product design and development.

What we're good at

We're especially good and **building mobile apps** – apps for iOS, Android, and now Microsoft's mobile platform

Unlike our competitors, we're good at **whole product design**. We don't just take requirements and build what people ask, although we can. Instead we focus on understanding and solving problems. We use effective discovery practice to identify minimal viable products. We emphasize maximizing product outcomes while minimizing the amount we spend on development. In this way we provide a better return on investment for our customers.

Our customers:

Our customers are usually larger organizations who don't develop software products as their primary business, but do serve consumers. This includes:

- Banks
- Insurance companies
- Airlines
- Hotel chains

Our challenges

Our customers don't always understand our key differentiators, especially our ability to collaborate with them to design successful products. As a consequence we:

- Spend lots of time responding to bids where customers give us specific requirements
- Sell our services at low margins to compete with offshore vendors
- Get fewer opportunities to do the work we're good at and enjoy – real product design and development
- Get blamed when our customer's ideas fail

Our big idea: Create Lists: a simple ubiquitous mobile app

We believe that if we create a simple consumer mobile app that we'll be able to demonstrate our strong ability to design and build simple, valuable applications.

This simple mobile app will help give our company attention in the marketplace.

As a consequence, our target customers seek us out to duplicate the success we've had with our product but on their behalf.

Everyone wins.