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.

Opportunity Canvas

Title: **LISTS MOBILE APP**

Date:

Iteration:

Users & Customers

What types of users and customers have the challenges your solution addresses?

Look for differences in user's goals or uses that would affect their use of the product. Separate users and customers into different types based on those differences that make a difference. It's a bad idea to target "everyone" with your product.

EVERYONE MAKES LISTS TO PLAN ROUTINE THINGS. THREE GENERAL TYPES OF CUSTOMERS WE'RE LOOKING AT ARE:

SMALL BUSINESS USERS

COUPLES AND FAMILIES

HABITUAL LIST MAKERS AND NOTE TAKERS

Problems

What problems do prospective users and customers have today that your solution addresses?

WHEN WORKING WITH OTHERS IT'S DIFFICULT TO SHARE PLANS AND PROGRESS, ESPECIALLY WHEN WE'RE IN DIFFERENT LOCATIONS, NOT WORKING IN FRONT OF A COMPUTER, AND CAN'T EASILY TALK. MISCOMMUNICATION RESULTS IN PEOPLE FRUSTRATED WITH EACH OTHER.

Solutions Today

How do users address their problems today?

List competitive products or work-around approaches your users have for meeting their needs.

- PAPER, PEN, AND NOTEBOOKS
- LOTS OF PHONE CALLS
- LOTS OF EMAIL MESSAGES
- A VARIETY OF MOBILE AND DESKTOP TOOLS THAT EITHER DO TOO MUCH, OR NOT ENOUGH

Solution ideas

List product, feature, or enhancement ideas that solve problems for your target audience.

LISTS IS A SIMPLE MOBILE APP THAT ALLOWS USERS TO CREATE EVERYTHING FROM SHOPPING LISTS TO SIMPLE PLANS THAT THEY SHARE AND WORK ON WITH OTHER PEOPLE.

User Value

If your target audience has your solution, how can they do things differently as a consequence? And, how will that benefit them?

- USER'S ADOPT AND USE THE PRODUCT TO FOR LOTS OR ROUTINE LISTS
- THEY SHARE LISTS AND WORK WITH EACH OTHER
- THEY GET MORE THINGS DONE
- THEY HAVE STRONGER COMMUNICATION

User Metrics

What user behaviors can you measure that will indicate they adopt, use, and place value in your solution?

- RATE OF ADOPTION – DOWNLOADS, USES, AND CONTINUED USE – LOOK AT *PIRATE METRICS.*
- RATE OF COLLABORATION – PEOPLE CREATE LISTS AND PLANS WITH EACH OTHER MORE
- RATE OF SHARING – PEOPLE INVITE OTHERS IN TO WORK TOGETHER
- RATE OF PROMOTING – PEOPLE RECOMMEND IT TO EACH OTHER OR TALK ABOUT IT IN SOCIAL MEDIA

Adoption Strategy

How will customers and users discover and adopt your solution?

WE'RE NOT SURE YET – BUT HOPING WE DON'T NEED TO SPEND A LOT OF MONEY MARKETING.

Business Problems

What problem for your business does building this product, feature, or enhancement solve for your business?

- CUSTOMERS DON'T SEE US AS A PRODUCT DESIGN COMPANY, BUT AS AN OUTSOURCE VENDOR
- WE SPEND TOO MUCH TIME PURSUING LOW MARGIN WORK

OUR STRATEGY:
- CREATE A SUCCESSFUL CONSUMER APP THAT DIFFERENTIATES OUR COMPANY
- FOCUS ON A UBIQUITOUS PROBLEM – LIKE LISTS

Budget

What's it worth to you?

How much money and/or development would you budget to discover, build, and refine this solution?

2–3 MONTHS OF EFFORT FOR ONE OF OUR STRONGER TEAMS INCLUDING MOBILE DEVELOPERS, BACKEND DEVELOPER, AND UX DESIGNER

Business Metrics

What business performance metrics will be affected by the success of this solution?

These usually change as a consequence of behavior metrics changing.

- INDUSTRY RECOGNITION OF OUR APP: GOOD REVIEWS, ARTICLES ON OUR COMPANY
- # OF CLIENT WHO CONTACT US ASKING FOR DESIGN WORK – NOT TO BID ON LISTS OF REQUIREMENTS
- HIGHER PROFIT MARGINS ON THE WORK WE DO