

- 1) Which type of ideas do you think apply to Shyp? Why?

Shyp fits the type of idea where a website presents and promotes a service, as well as a prototype of a more complex app. This is because Shyp's main value was providing an on-demand shipping service, so a simple site could showcase the process (take a photo -> schedule pickup -> trackshipment) and mock up the user flow without needing full backend logistics.

- 2) Which type of ideas do you think apply to Curofy? Why?

Curofy applies to the type of idea that serves as a prototype of a more complex web or mobile app. Its core features are doctor logins, professional profiles, case discussions, and medical news feeds which can be represented with mockups or placeholder pages. It could also work as a service promotion site explaining the benefits to doctors, but its main strength lies in demonstrating how the platform connects medical professionals.

- 3) Use [Product Hunt](#) to find a relatively new startup and respond to the following about it:

- Describe the idea. - **PhotoFox AI is an AI tool that transforms a single product photo into branded marketing assets like studio images, lifestyle photos, short-form videos, and ad-ready creatives.**
- Describe the type(s) of ideas that apply to it. - **It applies to a service presentation site and a prototype of a more complex app. A site could explain the service, and a mockup could include image upload and preview features without needing a full backend.**
- Is the idea a painkiller or a vitamin? That is, does the idea address users' needs or emotions? Why? - **It is a painkiller because it solves the real pain of expensive and time-consuming product photography for e-commerce businesses.**
- Is the idea easy to monetize? - **Yes, it is easy to monetize through subscriptions or usage fees since businesses are willing to pay for faster, cheaper marketing assets.**
- Is the idea simple and easy to describe? - **Yes, it can be explained simply as "Upload one product photo and get a full set of branded assets in minutes."**
- Is the idea personally relevant? Are you or is someone close to you connected to the idea or the related problem? - **It is relevant if you or someone close to you runs an online store or works in digital marketing, but less so if you are not connected to product visuals.**

- Does the idea have a large market? - **Yes, the e-commerce and digital marketing industries represent a very large global market.**
- Does the idea have a legitimate secret sauce? - **Yes, the secret sauce is its speed, cost savings, ability to preserve brand consistency, and the ability to produce multiple formats from a single photo.**

Brainstorming

1. Brainstorm ideas of problems you want to solve with software like an app or website. Include all the problems you came up with in your document.

A problem that comes to mind right away is a way to track my TVShow/Anime all in one application. It gets really frustrating when I have multiple streaming platforms with different shows that I am watching, it would be nice to have one application to show all of the media that I'm watching.

2. Brainstorm ways to solve the problems. Include all the solutions you came up with in your document.

Creating a website where you can add shows, anime, or documentaries you've watched in order to see the progress you've made on each. The site could also show what episode or season you left off on so that it is easier to jump back in later.

3. Choose one of your ideas as your product that you will turn into a website for this course. Why did you pick this idea over the other candidates?

I chose the TV show and anime tracker idea because I watch a lot of series across different platforms, and it gets confusing to keep up with everything. I also feel more motivated to design something I would personally use on a daily basis.

4. Is your idea a new one or has it existed before?

This idea has existed before with apps like MyAnimeList or TV Time, but my version will be simpler and more personal. It will focus on the shows I choose to track, with a clean interface to keep me organized.

5. What industry would your idea be useful in? Why? (i.e., advertising, apparel, arts, automotive, cosmetics, education, entertainment, food, etc.)

The idea would be useful in the entertainment industry because it helps people keep track of the content they consume and makes it easier for them to stay engaged with their favorite shows and anime.

Product Proposal

1. Describe the product you have come up with and the type(s) of ideas that apply to it.

The product is a website that allows users to track their progress on TV shows, anime, and documentaries across different streaming platforms. It applies to the type of idea where a website presents and promotes a service, as well as a prototype of a more complex app with features like user accounts, progress tracking, and show lists.

2. How is your product personally relevant to you? Are you or is someone close to you connected to the idea or the related problem?

It is personally relevant because I watch a lot of shows and anime on multiple platforms, and I often forget where I left off. Some of my friends also have the same issue, so this tool would be useful for us.

3. What problem will your product solve?

It will solve the problem of losing track of shows when watching across multiple platforms. Users can see all their progress in one place without having to remember episodes or seasons.

4. What type of website will your product be? (i.e., blog, business, brochure, etc.)

It will be a service website that acts like a productivity tool for entertainment.

5. Is your product a painkiller or a vitamin? That is, does it address users' needs or emotions? Why?

It is a painkiller because it fixes the real frustration of remembering progress across multiple shows and platforms.

6. Is your product easy to monetize?

Yes, it could be monetized through ads, premium accounts, or affiliate links to streaming services.

7. Is your product simple and easy to describe?

Yes. It can be explained in one sentence: "A website that helps you track your TV shows and anime progress across all streaming platforms."

8. Who will be the likely users of your product? Does your product have a large market?

The likely users will be people who watch multiple shows or anime regularly. Since streaming has a huge global audience, the market is very large.

9. Does your product have a legitimate secret sauce?

Yes, the secret sauce would be its simplicity and personalization. Unlike bigger apps, it can be designed to be lightweight, easy to use, and tailored for both TV shows and anime tracking.