**Exercise 1: Inspirations**

* What are the top two (2) websites or applications you use in a daily basis?
* What features do you use in each of the websites or applications chosen?
* What do you LIKE and NOT LIKE about each of them?
* What would you change if you have an opportunity for each of them?

The two applications I use daily are Google Maps and WhatsApp Messenger.

I use Google Maps to look for nearby restaurants, and local stores, to check the total time to get to multiple destinations while running errands, but mostly to plan my travel by using the Arrival/Depart time feature. I like that I can check for the cheapest routes across various public transport. I also like the 3D view feature because it helps visualize surrounding areas while looking up addresses, especially potential rentals. A couple of things I do not like about it are, that it does not specify if a subway/train station is underground, which makes them hard to find when the street lacks signs. The public transport timings are not always accurate and have significant delays compared to the timings given on the app. If I could make changes to the application I would try to improve the “Add destination” feature to automatically display the shortest route for more than one destination as currently it only calculates the route in the order that the destinations are added. I would also like to find a way to integrate public transport features better to display the detour route when a bus/train changes route in case of events or accidents, as of now it only notifies users of a detour.

The features I use on WhatsApp are mainly sending texts, making audio/video calls, and creating chat groups with friends and family. I like that upon archiving chats/groups it does not display notifications from them, it is simple, convenient, and can be used by Android and iOS users unlike iMessage for example which is exclusively for iOS users and incurs a charge when sending text messages to non-iOS users. I didn't like the recent theme change to a green color including the message bubbles, which closely resembled iMessage and created a lot of confusion. I don't like that the feels cluttered, and features like “Channels” are rarely used. But if I could change something I would make the “Community” feature more customizable so users to create and personalize clusters of similar groups, such as categorizing multiple housing-related groups under one community, irrespective of administrative roles. I would also add a feature to set the time duration while sharing live locations providing more flexibility in how long their location is visible to others.

**Exercise 2: Product Ideation**

Read the first two (2) pages of Amazon Pantry PR/FAQ uploaded under Week 1 section inside Pace Classes page. In this exercise, you will write a “PR” (not FAQ) section of the product you would like to build. Write one (1) paragraph speaking to the following prompt in a “PR” format:

* Imagine how the product you will build will look like.
* Who are the target customers?
* What do you expect your customers to say as the “first” thing when they experience your product?
* What does your product enable the customers to do?

Imagine never having to think about picking an outfit while running late again. Introducing ChicAI, a smart wardrobe app designed to simplify your mornings and elevate your fashion game. Our app allows customers to effortlessly photograph and catalog their entire wardrobe. With a customizable dashboard that offers personalized outfit suggestions, and features to mark clothes as “in laundry”, to keep track of what’s in rotation. Our ideal customers include busy professionals trying to get to work on time, college students seeking stylish looks on a budget, and multitasking parents trying to maximize their time without sacrificing style. Customers are bound to say, “Choosing outfits has never been this easy!” when they experience this product for the very first time. Our software does all the work of creating an inventory, and building outfits, all customers have to do is pick from 3 outfit options it provides. Our app integrates seamlessly with work and event calendars, to pick and plan outfits around. Users can also link shopping apps and upload pictures of desired looks for personalized recommendations to enhance their closet, enabling them to have their dream wardrobe and solve the age-old problem of "having a lot of clothes but no outfits."