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Recitation 7: Bootlegging

1 -

Problem Spaces - Travel

Target Audience - Visitors

Unique Design Space - Robotics/Automation

Pitch - Visitors (my target audience) tend to need help navigating around wherever they're traveling (my problem space). Self driving cars (my unique design space) could help aid these visitors and take them where they want to go. This would allow travel destinations to add additional benefits for visiting their location which would make people more likely to visit.

2 -

Problem Spaces - Business/Finance

Target Audience - Executives

Unique Design Space - Machine Learning

Pitch - Businesses are constantly trying to make the most profit they can in order to be successful. Executives (my target audience) could use Machine Learning (my unique design space) in order to maximize profits for their business (My problem space). They could create software that measures their demand vs their supply and uses machine learning in order to maximize profits.

3 -

Problem Spaces - Government

Target Audience - Elderly

Unique Design Space - Tangible Interfaces

Pitch - The government (My problem space) struggle to complete voting (subset of government) because they may lack fine motor skills in order to complete their vote. Adding a tangible interface such as large buttons or similar would allow the elderly to vote easier. By doing so they would be able to increase the ability of people to support their government.