

Shyp

- Simplify
- Virtualize
- Kinda Mission Impossible

Shyp's idea exhibits simplicity and virtualization as it simplified the act of needing to go to the post office to weigh and ship an item across the world; now you can use a phone(virtualize) to create the necessary postage information. It also exhibits Mission Impossible, as at this time it may have seemed unbelievable that you no longer needed to weigh your packages anymore, and that it all could be done from home.

Curofy

- Remix
- Virtualize

Curofy mainly exhibits remixes and virtualization. First, Curofy remixes social media sites with messaging/phone books. It created an all-in-one place for doctors to communicate with each other. It also exhibited virtualization, as no longer do the doctors need to communicate in person about a diagnosis or something related. You could also argue for simplifying, as now doctors can contact other doctors, read about trends in the industry from reading doctors' posts, and also stay up to date with the news.

FunBlocks AI Slides

- Remix
- Simplify

The idea of the product is an AI generated slideshow with some presentation tools. Essentially, they are remixing the PowerPoint industry with language models to create an easier and faster way to make a presentation. This should simplify the user's experience as the LLM should reduce the time spent on the presentation.

I would argue this idea is a vitamin, as it is not necessarily in a critical industry, and there are many alternatives available. However, I could see the argument that it is a painkiller for perhaps marketing people, as it could save the company from losing a lot of money; however, due to the alternatives and the appeal that it's just a nice thing to have, I would say it's a vitamin.

The idea monetizes itself by limiting the user to a certain amount of credit per plan, therefore providing a fair tradeoff to the user.

The idea is simple to describe, as it is simply a product that uses an LLM to generate a layout for your presentation, while also providing tools to expand ideas.

Personally, this idea is somewhat relevant to me as I have had to make a slideshow so I could see some sort of use case. One issue I might have is the pricing, as well as it seems the app offloads too much to the LLM, losing control as the user.

The idea has a pretty substantial market, as many companies need to present their ideas.

The idea doesn't really have a secret sauce, as looking at the product board, it seems that many projects do a similar service. However, I haven't tried the product, so perhaps the user experience is the selling point.

A. Brainstorming

1.

Task:

Make Photo editing easier. Turn anyone into a pro image editor.

Make Clothing Try on App: The Idea is to attach clothing items and visualize the results.

2.

- Create presets so users can easily edit images
- Utilize the Google Image Gen Model to edit images

3.

The idea I selected was the photo editing website. The reason why I picked it was that recently Google released their Nano Banana Model, which is quite capable at editing photos. However, I thought it could present a unique challenge from a front-end perspective as right now you have to use words to describe exactly what you want the model to adjust. I hope that I can come up with intuitive ways and tools that leverage the model to make it easy for anyone to edit a photo without needing the expertise and experience of knowing what to type.

4.

My idea has existed before, but the room for improvement could be in how the user interacts with the website to edit their photos.

5.

This idea could be useful for anyone with any level of expertise to be able to adjust something about a photo (like removing a guy from a photo or cleaning up a product shoot)

B. Product Proposal

1.

The product leverages Google's nano banana model and will provide an intuitive interaction page to be able to edit photos in many ways without any expertise needed. My vision for the idea is to come up with a simple tool like "remove people brush" where you tap on people in an image and then they disappear. Essentially, I just wanted to try to make an interface for what nano banana is capable of, as right now, you would need to know all the various things it can do.

2.

The product is relevant to me as I have always been interested in photography, generative AI, and user interaction. So this idea is a fun way to learn web design as well as come up with ways to make it easier to fully leverage the capabilities of Nano Banana.

3.

The product would solve two problems: one is that it makes photo editing easier by providing tools that are one click away to easily edit a photo. The second problem is that the website would help a user with any expertise easily leverage Google's nano model without any expertise needed.

4.

The product would most likely be a simple web app where users upload images and are provided with tools to adjust their images.

5.

This product, as of now, could be seen as a painkiller, as perhaps it could allow people on a tight budget (ex, ebay resellers) to easily edit nice looking photos on the fly, which could result in more sales and save money in overhead. But you could also argue it is a vitamin with an audience that could just be hobbyists wanting to put a UFO over the White House to send to their grandma.

6.

The product could be easily monetized following the same format as other generative AI apps, by users buying subscriptions for usage tokens.

7.

The product can be easily described as Photoshop for anyone. However, without showing examples or giving the user a chance to play around, it might be unclear what exactly it can do due to the broadness of the concept. I do hope to pin down a couple of tool ideas, such as an add brush / remove brush and maybe an enhanced image button, but as of now, I am still very much learning the model's capabilities.

8.

The user of the product is anyone with a device wanting to adjust something in their image.

9.

The secret sauce for the website comes down to the design and flow of editing images. Essentially the goal is to reduce complex prompting into simple, intuitive tools like a remove brush or one click enhancement and so the website's design itself becomes the innovation that sets it apart.