

A. Brainstorming

Answer the following questions in your document:

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.

When brainstorming ideas, I thought about what would personally be nice to use. As I recently have taken up the interest of firearms and shooting them at the range. I then thought about how I currently don't have a proper way to log my process as a beginner and seeing how each range day goes.

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

A way I could fix my logging issue is by capturing photos of my targets and noting down what firearm was used, how many rounds, etc. And I this could be done so virtually.

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 didn't have to do much picking as this was the first idea and it relates to my current interests and can help me even after this course finishes.

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

No, after looking up log books for the gun range I managed to find related platforms.

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

This idea would be useful for the firearm industry as it deals strictly with firearms.

B. Product Proposal

Answer the following questions in your document:

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

The product I came up with is a front-end prototype that helps enthusiasts privately track range sessions and manage a personal collection while promoting safe handling. The site would include a mock account system, a range journal with photos and notes, a

collection catalog, quick stats, and an interactive Safety & New Shooter guide with a short quiz.

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?

This product is personally relevant to me as I am a new shooter and would enjoy seeing my progress, noting how I am doing and how to improve, and seeing how I can convert the website into a more social platform where other users can share their range experiences, collections, etc (social media dedicated to firearms).

3. What problem will your product solve?

New and experienced shooters often lack an easy way to stay organized, track their progress, and access clear safety guidance. Range sessions go unrecorded, firearm details get scattered, and beginners may feel overwhelmed trying to learn best practices. This website solves this by providing a simple tool to log range days, organize collections, and reinforce safety through interactive resources.

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

It will be a web application prototype that combines elements of a personal productivity tool and an educational resource. It

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

This product is more of a vitamin, enhancing users' enjoyment and organization, while also addressing the need for accessible firearm safety resources, which gives it some painkiller qualities.

6. Is your product easy to monetize?

Yes, the product could generate revenue through display ads (such as banner ads placed on the site), which provide a straightforward way to earn income from site traffic. In addition, it could pursue partnerships with ranges, safety instructors, or gear companies, offering advertising space or promotional opportunities that align with the interests of the user base. Together, these streams create a simple but practical path toward monetization.

7. Is your product simple and easy to describe?

Yes, my product idea is simple and easy to describe. It's a web-based tool where users can privately log their range sessions, organize their firearm collection, and learn basic safety practices all in one place

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

The likely users are firearm enthusiasts, new shooters, and hobbyists who want a simple way to track their progress, stay organized, and reinforce safety habits. While it's a niche audience compared to mainstream apps, the firearms community is still pretty big and active, which gives the product a meaningful but specialized market

9. Does your product have a legitimate secret sauce?

Yes. The secret sauce is the combination of features that are usually scattered across different resources along with the possible social aspect.