**IDEA 1: CLIMATE CONTROL WARDROBE FOR COMMON PEOPLE**

With the change in the standard of living, people are going beyond need and indulging in expensive high-end products which come with the requirement of special storage. But with increase in population in cosmopolitan cities, the space per person has decreased and the issue faced by majority is to manage what they own in a constraint space. This application would make it possible to store the extra non-daily products in a climate-controlled space and allowing people to access their products through app whenever they need it shipped at their place. This will allow customers to not worry about managing and storing their item.

PROBLEM STATEMENT:

As mentioned above, the pressing issue of “Too Many Items, Not Enough Space” continues to remain and will continue to exist in foreseeable future. For the customers who wish to manage their extra products which just occupies unwanted space in their house but are needed occasionally, this application will help the users to store, track and get their products as and when they need. With this application, users will be able to manage their products easily. It can even help in categorizing their products into different sections allowing the users to look through everything without missing out anything important that might otherwise be overlooked in the corner of the house.

CUSTOMER:

Every common person with extra clothes, furniture or any item can use this application to benefit. We can target every person all across the global who has a smart phone and anything extra they wish to store.

MARKET:

The potential market for this application is probably everyone with a good standard of living. The constraint from our side can only be the warehouse space and the expanse of the application in order to manage a huge number of customers. The goal could be to start in a particular country and expanding it over the time.

**IDEA 2: GARDENING AT ITS BEST!**

Are you a red rose or a yellow tulip? This app is designed to exactly know that. Every flower says something. This app will house custom bouquets for every occasion, be it birthdays, valentines day, funeral or you just want to decorate your house. You can also personalize your bouquets as per you preferences and will be delivered in shortest possible time. And for the gardening enthusiast this application will provide with every tool for creating your dream garden.

PROBLEM:

This application will help users to order bouquets, flowers as per their choice of preference. As they say “Flowers never ” this application will focus of delivering them and all the gardening items to the user.

CUSTOMER:

Well flowers never go out of market. They speak for everyone and everything. Every flower says something in a way that no words can. The customer for this application is every person across the globe interested in gardening or wishes to gift flowers on some occasion.

MARKET:

Gardening is a common hobby which people tend to pursue through ages. All the garden enthusiasts and people with aesthetic interest are the market for this application.

**IDEA 3: FOOD FOR THOUGHTS**

PROBLEM:

This application will allow users to order books online. They can even rent it out and return when done reading. But again, what to order/rent is a major question. This application will recommend user based on the genres of interest along with the reviews of the other readers. This will majorly be useful to those who wish to start reading and are clueless where to start.

CUSTOMER:

From newbies to bookworms, this application will be used by both. With reviews, recommendations and categorization, this application will be very handy and interesting for users to indulge in a complete reading experience. The customers can discuss on the application which can build a virtual reader community allowing them to meet and interact with like minded people.

MARKET:

People all around the global wishing to read or meet like minded interests are the targeted market for this application.

**Individual: Three Product Ideas**

**Idea 1: App Bundle**

**Problem:**

Nowadays, people are using more and more mobile phones and today all the works are going to be done by mobile applications. But there is a problem to use so many applications on a single phone. First problem is limited space on mobile phones and the second problem is not cost effective to buy a phone with more space. App bundle is a single application where you will get all the applications in a single place without using a space on the mobile phone. All the apps are installed in cloud and servers. The customers can just select whichever app needed and start using it. For this to work, the customer will be charged a very less amount in order to use the cloud service.

**Customers:**

Everyone uses mobile nowadays for almost anything. We are targeting both the IOS and Android users in order to solve this problem for everyone.

**Market size:**

The mobile app market is a multibillion market. The revenue is increasing year on year as the market is growing more and more. It is estimated that the global app market size value will quadruple by 2026. With our app bundle, we can shake up this this multibillion-dollar industry.

**Idea 2: Lesspay**

**Problem:**

Nowadays online payment is increasing, and people are spending through their credit cards, debit cards and other online payment gateways. And the people are spending more without knowing that the same service is available somewhere for less. So lesspay will track the customers usage and their online payments and suggest if that same service is available for less before they even make a payment.

**Customer:**

All the mobile users along with the bank account holders. Everyone wants to pay less for the goods purchase and the services. So, we can analyze an individual’s financial expenditure and suggest him with good offers.

**Market:**

Both the mobile and financial industries are big and the combination of both will make it look like a boom. So, we can target anyone for online purchase.

**Idea 3: Petcare**

This app allows to take care of the pets in owners absence. There will be a agreement between owners and the one who take of pet. The app will be used by the caretaker in order to make sure that pet don’t miss your presence. The pet updates will be sent to owners through the app.

**Problem:**

Some people can’t go anywhere because there won’t be anyone to take of the pets and they keep postponing their travel or any activity until they have someone whom they trust to take care of the pet. Yet, you will get someone to look after your pet through the app. The application will have all the information regarding the pet and caretaker will look after it accordingly. Status of the pet can be monitored through the app.

**Customer:**

Everyone who owns pets, those who opt to take care of the pet and those who wish to own a pet, this will motivate them to have one.

**Market size:**

Most of the people in this world owns pets. That includes many travelers as well. And the rate of pet adoption is increasing every year.

Idea 1: [PlayStation Information exchange platform]

What is the problem you are solving? As players of PS4, they can only find limited information in PS4's official application. Most of the information is only for the individual player. There are many difficulties for them sharing their happiness with other people with the same interests. In addition, there is no standard platform for comparing the price of secondhand games. Many platforms are built by unofficial organizations. They cannot promise the quality of the game and they are more likely to bid maliciously. Relevant data of the game are few. There is the only information of digital game on PS store which makes the player has to find game entity’s sales promotion on another website.

Target customer segments? People who want to share their feelings and thoughts with others. Students who have no much money to buy new games all the time.

Potential market size? First launched in November 2006, PlayStation Network (PSN) is a digital entertainment service associated with Sony’s PlayStation series of consoles. It has since been expanded to run on smartphones, tablets, and HD televisions. As of March 2019, the network had approximately 94 million active users. GameAge data indicates that about 30% of players are students. That means about 28 million users are likely students.

Idea 2: [Intelligent Cart]

What is the problem you are solving? A huge challenge in the entire development process of e-commerce is that the shopping cart is abandoned. The phenomenon of a customer simply deciding to leave an e-commerce transaction has been referred to as cart abandonment. The percentage of abandoned carts ranges from 50% to 80%. Here are more surprising shopping cart abandonment statistics from the ReadyCloud report.

Target customer segments? Some consumers who browse and never plan to buy anything abandon the online store cart. Some new users don't want to be forced to create an account. Customers feel suspicious or insecure on the online store

Potential market size? In 2018, approximately 1.8 billion people worldwide purchased goods online. In the same year, global electronic retail sales reached the US $ 2.8 trillion. Forecasts show that by 2021, global e-retail sales will grow to $ 4.8 trillion. Online shopping is developing rapidly, and the global online shopping market is expected to reach USD 4 trillion by 2020. In the United States alone, we expect 300 million online shoppers by 2023. 91% of the national population! So far, 69% of Americans shop online every month, while 25% of Americans shop online at least once a month. Most of these shoppers (59%) bought clothing, while 47% of consumers bought their first product on Amazon. According to Invesp, the countries with the highest average e-commerce revenue per shopper are: US ($ 1,804), UK ($ 1,629), Sweden ($ 1,446), France ($ 1,228), Germany ($ 1,064), Japan ($ 968), Spain ($ 849), China ($ 626), Russia ($ 396) and Brazil ($ 350).

Idea 3: [Library Seating Information]

What is the problem you are solving? Many students struggle to find space for learning in the library, especially during the test season. Generally, students put down their belongings and leave them for a long time to avoid sitting down to prevent others from using the space. In a quiet place in the library, it is also difficult to find space to study during the exam.

Target customer segments? Students who want to study in the library but cannot get specific location information.

Potential market size? In 2018, the U.S. Census Bureau announced new data on the composition of student groups from kindergarten to college across the country. According to the latest data, the number of students nationwide in 2017 was 76.4 million. According to statistics, 20% of students go to the library on average every day, and 28% of students go to the library once or twice a week. Therefore, it can be estimated that the number of library users accounts for about half of the number of students. The potential market size is about 38.2 million students.

**Individual: Three Product Ideas**

**Idea 1: [Helping a Community Locate Criminals]**

**What is the problem you are solving?**

When the victim was robbed, the criminal ran away. The police asked you to help prepare a sketch. However, this was for internal investigation and was never disclosed to the public, then the community would still have the potential for the criminal to continue to commit crimes

This application can be your solution. The concept - lets the user describe the robber, detailing how he or she looks, walks, talks, dresses, etc. The information is posted to every user in and near the location of the attack. Make this information available to people around the community and take precautions.

Extend it by providing automated drawings fueled by description. You can work with national authorities in this area to ensure better results.

**Target customer segments?**

People who have been attacked by criminals, and people who live near the community where the crime was committed

**Potential market size?**

The 2018 statistics show the estimated rate of violent or property crime was 2,199.5 offenses per 100,000 inhabitants. If our application can have 1% of penetration rate,we are looking at 2,19.5 people per 100,000 people potentially using our app.

**Idea 2: [Find Live Parking Spots]**

**What is the problem you are solving?**

When people drive, they spend time and energy not knowing if there's a parking space open nearby.

The concept of the APP - allowing people to access their location with the application. The app finds open parking Spaces near them and notifies users.

The app can be integrated with parking lots throughout the city to provide the latest information. Users can arrange parking plans before they travel.

**Target customer segments?**

Our target customers are those who own cars. They usually use private cars to travel or work, and it is easier for them to locate the nearby parking spots through the app.

**Potential market size?**

Report shows that 95 percent of American households own a car, and most Americans get to work by car (85 percent).Overall, there were an estimated 263.6 million registered vehicles in the United States in 2015, most of which were passenger vehicles. So the potential market size in Unites States will be 263.6 million of people. If our application can have 1% of penetration rate, we are looking at 2636000 people potentially using our app.

**Idea 3: [School Bus Tracking]**

**What is the problem you are solving?**

For schools with school buses, parents and students as well as administrators can track the bus drivers in real time. Users can know the driver's real-time location and track the bus's speed. Users can set reminders to get on and off the bus on time and receive real-time notifications when they are near the bus.Solve the safety problem of students leaving school by school bus

**Target customer segments?**

Students who attend schools with school buses,and their parents who cares about students’ trip after leaving school.

**Potential market size?**

Neu estimate student enrolment is around 19940 and assuming the penetration rate is around 30% who will use this App to reserve school bus, that will be 5982 potential customers annually for just Neu student.

Idea 1: [From “Learning dressing” to “organized your style” platform]

What is the problem you are solving?

As people's living quality improved, more and more people pursue to wear appropriately and find their style of dressing. However, many people fail to find any style that is suitable for themselves. Most of reason is that they blindly pursue the celebrities' wearing styles, even they are not suitable. As a result, some people spend lots of time to read wearing magazines or website like the celebrities' Instagram while some of them follow suggestions from other person to build their dress sense. But, today we are living in a era of information explosion, people are easily drown in the excess and low effect information which cause them paralyzing and hard to make a decision. Therefore, people might need an app to help them solve their dressing problems. It will be an app which is based on skin tone. It can help people to find what kind of style they are pursuit to build. Moreover, it will be able to make a cross match with color swatches to find a color harmony that is via complementary or analogous colors or a contrast color to establish the match clothes to make people look beautiful. Last but not least, it will help people save time and more accessible to build their style of wearing.

Target customer segments?

1. People who want to change their dress sense. They usually have no idea about how to dress and lack this aspect of knowledge.

2. People want to improve their dress sense. They care what they are wearing. The app will give them a better idea of dressing.

Potential market size?

Some website article shows over 64% of people like using smart device to help them to decide what to purchase. (Title “Fashion Apps are a major sales opportunity for fashion brands”, website-Smart Insights, www.smartinsights.com/mobile-marketing/app-marketing/fashion-apps-major-sales-opportunity-fashion=brands/). Assume there are 10,000 people, 64% of them would like to use the smart device to help themselves to make the decision, and 40% (2560) inside care about fashion.

Idea 2: [Organize your bill]

What is the problem you are solving?

As the change of people's financial habits and the rise of financial awareness, more and more manage personal financial app comes out. However, those apps are short of interesting. People are tough to keep recording their bills and managing their finances. A perfect platform should be one that can keep catch people interested, help them established a better financial custom, connect with their bank record of purchasing, and give some financial suggestions.

Target customer segments?

People would like to have a better financial custom to organize their bills. They would like to know how and when they spend their money.

Potential market size?

Everybody who would like to manage their bills and know every penny spend. Assume there are 10000 people, 80% would like to manage their payments, and around 30% cannot maintain the record and hard to catch their attention in the record payments. If the app catches their interest in recording and helping them to build a better financial habit, it might have around 2400 people out of 10000 to use this app.

Idea 3: [Health eating and better exercise]

What is the problem you are solving?

Nowadays, there is a lack of a platform based on people's personal situation to customize both their diet and exercise. People would download a app to learn how to do the exercise. But, they do not have the knowledge about diet becasue this app does not teach them. For instance, some people would have no idea about how to eat or eat a lot after exercise. So, a platform that combine the diet and exercise is necessary. It will be an app to correct the eating habit and improve the method of exercise which can make people's lives healthier.

Target customer segments?

People would like to live healthier.

Potential market size?

Modern people are living at an extremely fast pace and pursuit of healthy living to face the challenge of life. According to popular science record, only 23% of all US adults reach the recommended exercise time per week. US adults population around 250,000,000 people, only 23% get the recommended exercise time per week. In other words, it means it might have 77% who did not reach the recommended exercise time. Assume around 40% of people are interested in building a better diet habit and exercise habit. It might have 77,000,000 people to use our app to help themselves be healthier.