

## Concept Poster

A way to illustrate the main points of a new idea

In order to pitch a great idea to your colleagues or customers, it might help to think like ad man William Bernbach, who said, "Advertising doesn't create a product advantage. It can only convey it." An effective Concept Poster is a powerful way to promote an idea and rally support for its development. It's also a great way to garner feedback that will improve the proposed solution. Since this is a poster, you'll want to keep it highly visual, using drawings, images, and words that clearly and concisely articulate the important aspects of your concept.

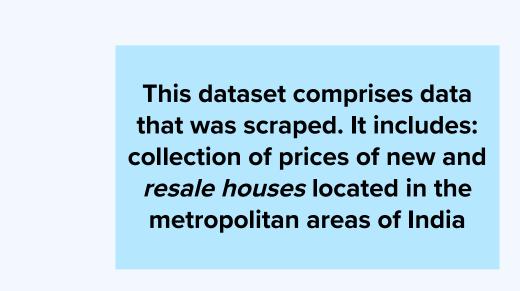
#### Benefits

Promotes a vision of the future
Helps you build a business case
Gains support from decision-makers
Provides a road map for moving forward

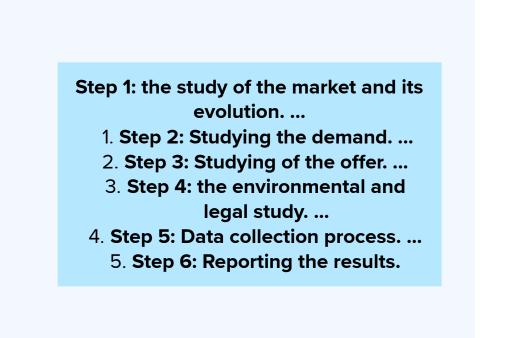
# ANALYSING HOUSING PRICES IN METROPOLITAN AREAS OF INDIA

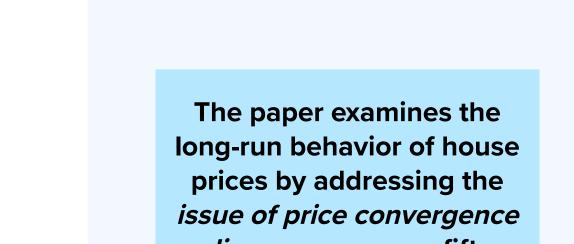
## Tagline

Who is it for?

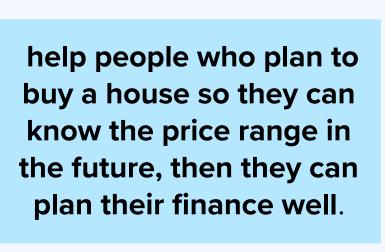


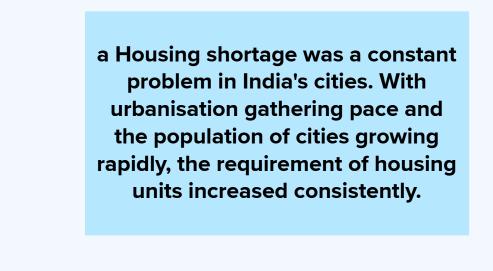






What problem does it solve?

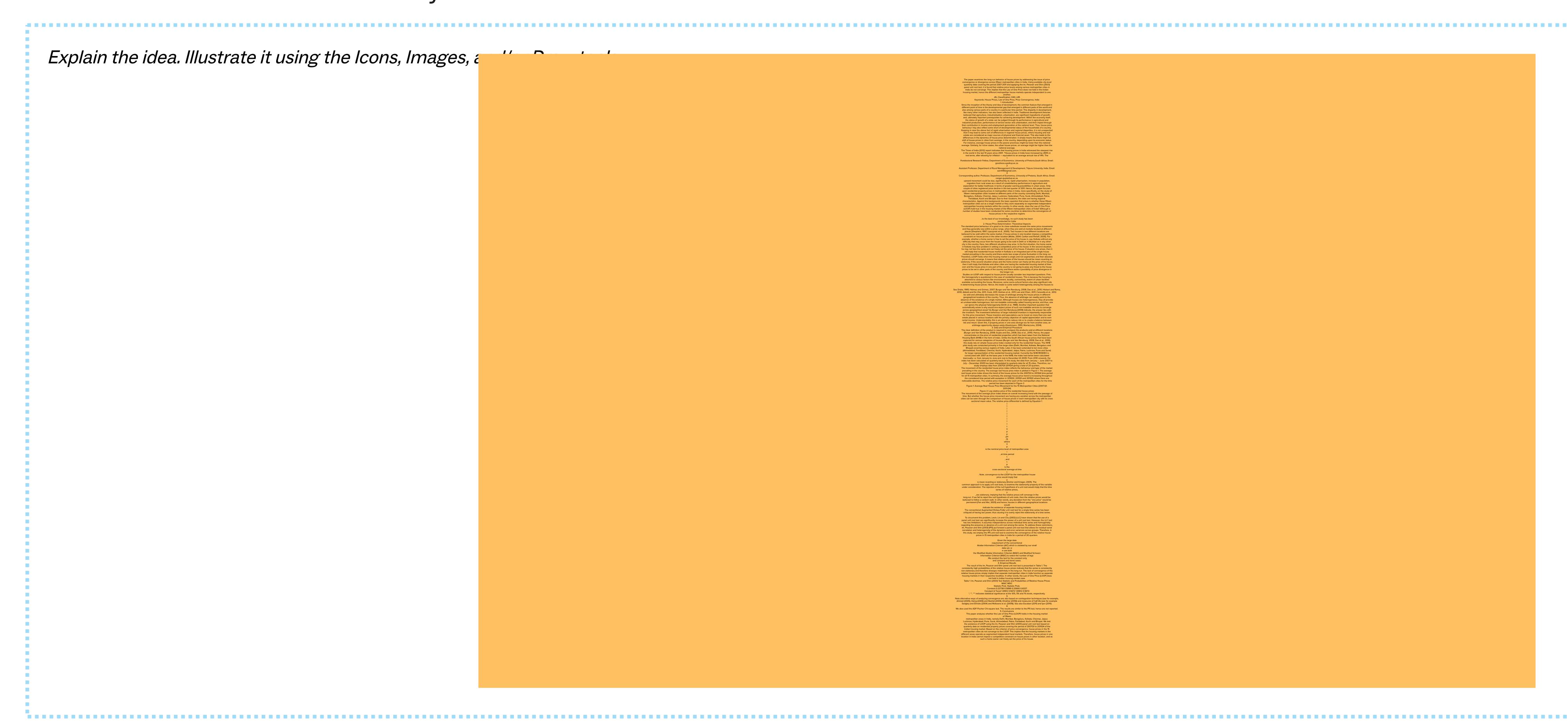




What's the big idea?

This dataset comprises data that was scraped. It includes: collection of prices of new and resale houses located in the metropolitan areas of India

How does it work? What are some key features and benefits?



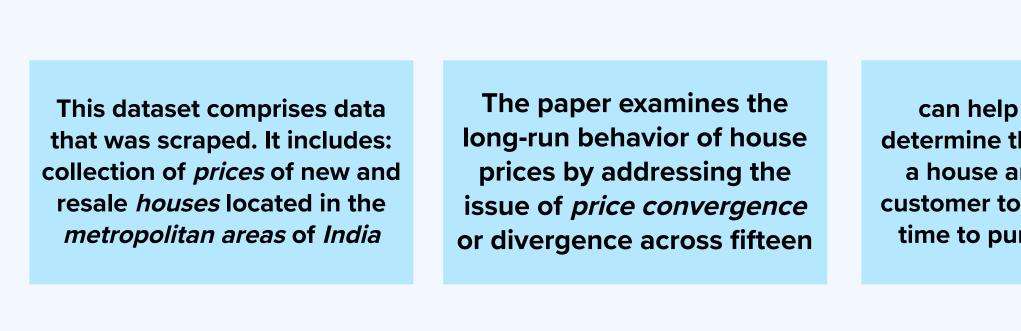
Why might it fail?



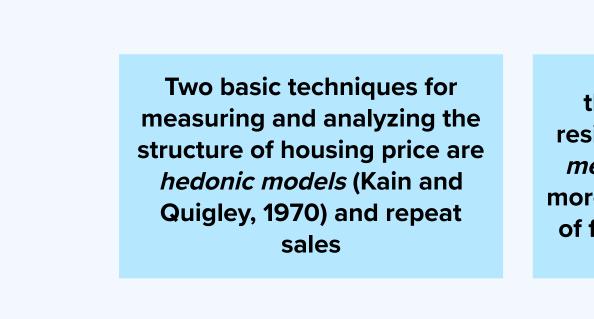
elp people who plan
buy a house so they
can know the price
ange in the future,

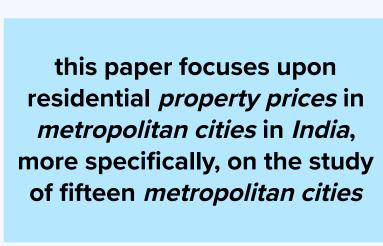
ndia's house prices ontinue to increase due to a surge in demand.

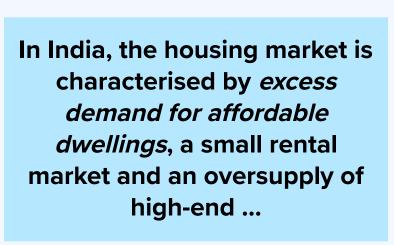
What can we prototype and test?



How might we measure success?







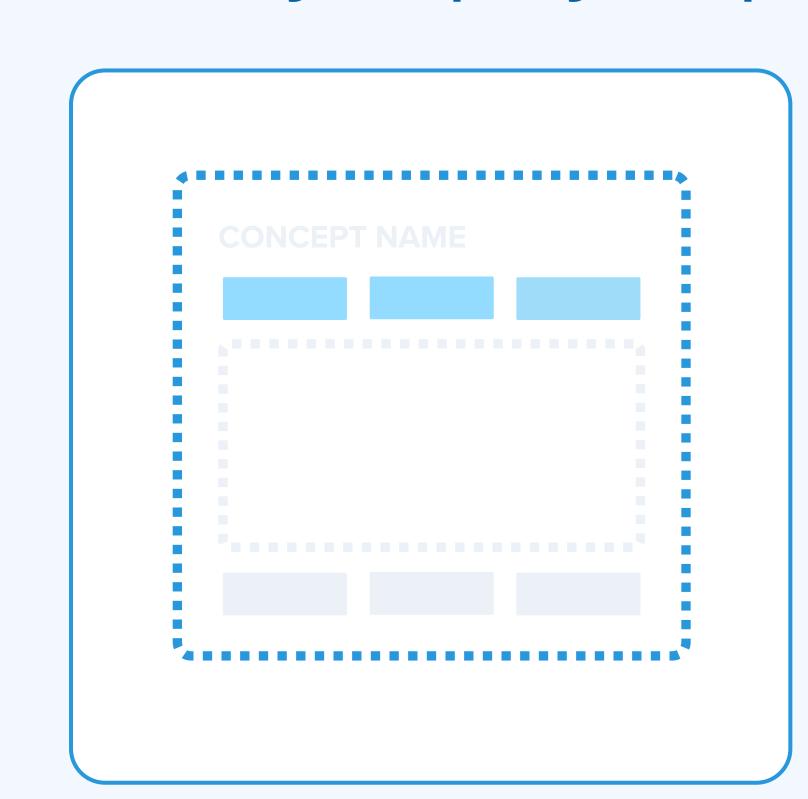
### Preparation

Identify a new concept to introduce
Assemble a team of collaborators
Make a copy of the template for each team/concept

## Helpful hints

Make the first draft quickly
Add colors, images, and illustrations
Consider adding a timeline and budget
Present the poster to get feedback

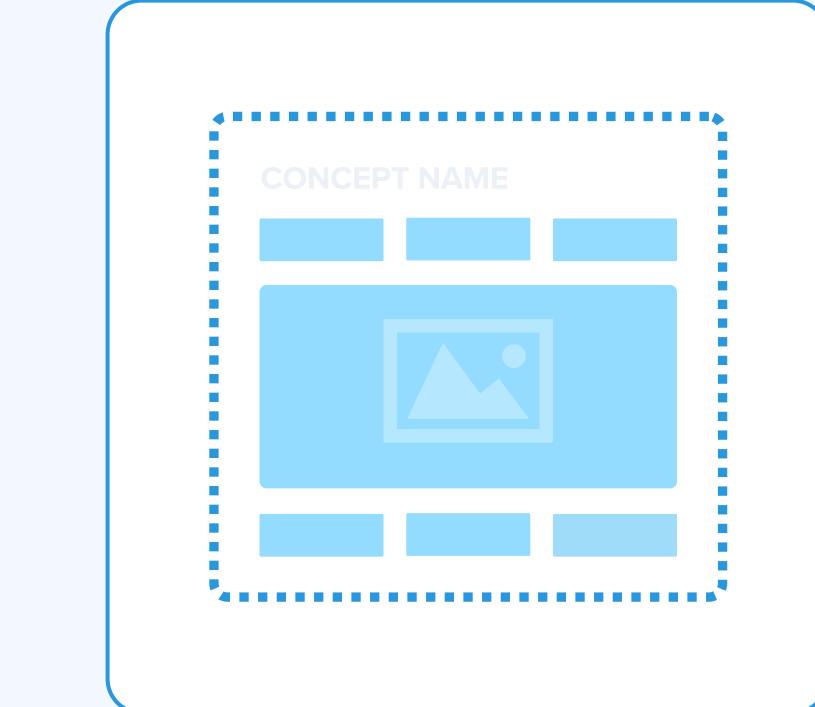
## Activity step-by-step



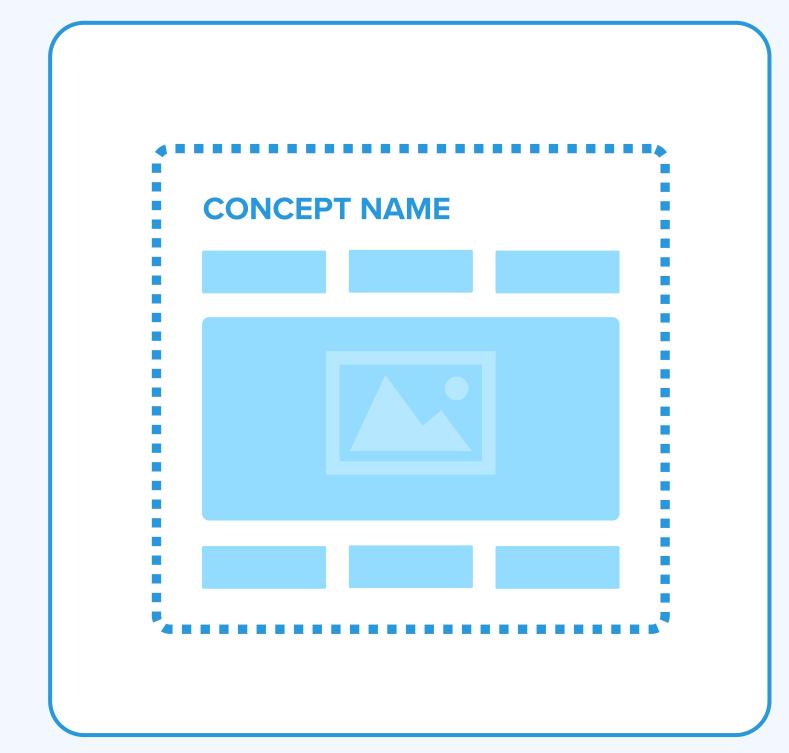
Who is this for? What problem does it solve? What's the big idea?



Illustrate how your concept works. Include features and benefits.



How might it fail? What can we build and test?
How do we measure?



Name concept. Consider a tagline. Review the entire poster for final edits.



