

Assignment 1: Product Proposal

Which type of ideas do you think apply to Shyp? Why?

Based on all the categories, I think Shyp falls under the simplify category, because this is a website that can make shipping easier, and can find the cheapest and most reliable to send the package.

Which type of ideas do you think apply to Curofy? Why?

I think Curofy falls under several categories, including Me too, Simplify, and Remix. Curofy is a website that's doctor, and it has made peer consultation easier, also combines professional networking with case collaboration and education.

Product hunt idea - CapCut AI Suite

- **Describe the idea.**

CapCut AI Suite is a create, edit, or remix content with AI in a simple editor. Instead of manually editing the video, this can type a prompt to AI, and the generator will edit the video.

- **Describe the type(s) of ideas that apply to it.**

This idea falls under the category of Simplify, and Remix. This type of editing simplifies it with automation, which combines AI media generation, smart editing and others into one package.

- **Is the idea a painkiller or a vitamin? That is, does the idea address users' needs or emotions? Why?**

This is more of a painkiller because it can save so much time on video editing.

- **Is the idea easy to monetize?**

Yes, with freemium subscription, or pay to unlock more tools for video editing.

- **Is the idea simple and easy to describe?**

Yes, even someone that doesn't know video editing at all, can just type the prompt to AI, and it can make the video.

- **Is the idea personally relevant? Are you or is someone close to you connected to the idea or the related problem?**

This idea is not so personally relevant to me, but I still touch on daily life, because many videos in tiktok, youtube and instagram are AI generated.

- **Does the idea have a large market?**

Yes, because the global creator economy has been growing larger, the needs for CapCut AI will increase too.

- **Does the idea have a legitimate secret sauce?**

Yes there is. Most of the tools in CapCut AI exist separately, The secret sauce for CapCut AI is that it combines the whole thing into one suite.

A. Brainstorming

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.**

- Too much work space tools have to be switched back and forth
- Social difficulty
- Food waste
- Calories intake

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

- Website that can store all the work tool
- A community platform of people with similar interests
- App that can keep track of foods expiration
- App that can enter the food that eats daily

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 would like to do a daily calories tracker. I think it will be widely used, since more people are focused on health.

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

This idea existed before.

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 more useful in the healthcare, and food industry.

B. Product Proposal

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

For this idea, people can enter the food that they take daily, and calculate the calories for them, and also be able to create a menu and dishes, based on the user's needs. Therefore this idea could be simplify, virtualize, and remix.

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 is not so relevant to me, but eating health, keeping track of the calories are definitely helpful.

3. What problem will your product solve?

This idea solves the problem that manual recording of food calories is inaccurate and difficult to stick to. Also can solve the problem of disconnection between goal and daily behavior, allowing users to clearly see how daily diet affects their goal.

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

This will mainly focus on the mobile app, and the website can be a commercial service website.

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

This product can be both painkillers and vitamins based on the target users.

It is a strong painkiller for users who have clear goals of losing weight or gaining muscle.

It is a vitamin for general users who want to maintain health in general.

6. Is your product easy to monetize?

This product can be easily monetized, to have premium tools, or to cooperate with nutritionists and fitness coaches to provide paid one-on-one consulting services.

7. Is your product simple and easy to describe?

Yes, it can easily be described as an app that easily records what you eat every day and helps you manage your calorie health.

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

I believe anyone can be my target user because everyone wants to be healthy. By the saying of this, there will be a large market.

9. Does your product have a legitimate secret sauce?

The secret sauce is that it can have AI image recognition technology. It can accurately identify food types and estimate portion sizes based solely on a photo of the food, so users don't have to manually enter the food that they had.