W1: Assignment – Milestone 1: Idea Generation and the Demand Matrix
Name: Shivika Malik

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1. **Interests and Skills:**

   1. **Interests and Passions:**
      i. Petting and playing with my dog
      ii. Cardio workout or Yoga or walking
      iii. Watch thriller, crime, drama or romantic series and docuseries
      iv. Writing my diary with my concerns and my daily activities
      v. Playing Sudoku
      vi. Baking different types of cakes
      vii. Reading articles on topics like mental health and world geography
      viii. Cross-stitching
      ix. Talk to people whether at work or park
      x. Listening to pop and bollywood songs

   2. **Skills and Knowledge:**
      i. Cooking different cuisine like indian, italian, mexican, chinese or mediterranean
      ii. I'm good at creating ETL pipelines at work
      iii. Healthy practices for dogs
      iv. Writing SQL queries
      v. Cross stitching patterns
      vi. Writing reports or documentations at work
      vii. Geography about the world
      viii. Gardening of herbs and veggies
      ix. I can understand French (it is a 4th language for me)
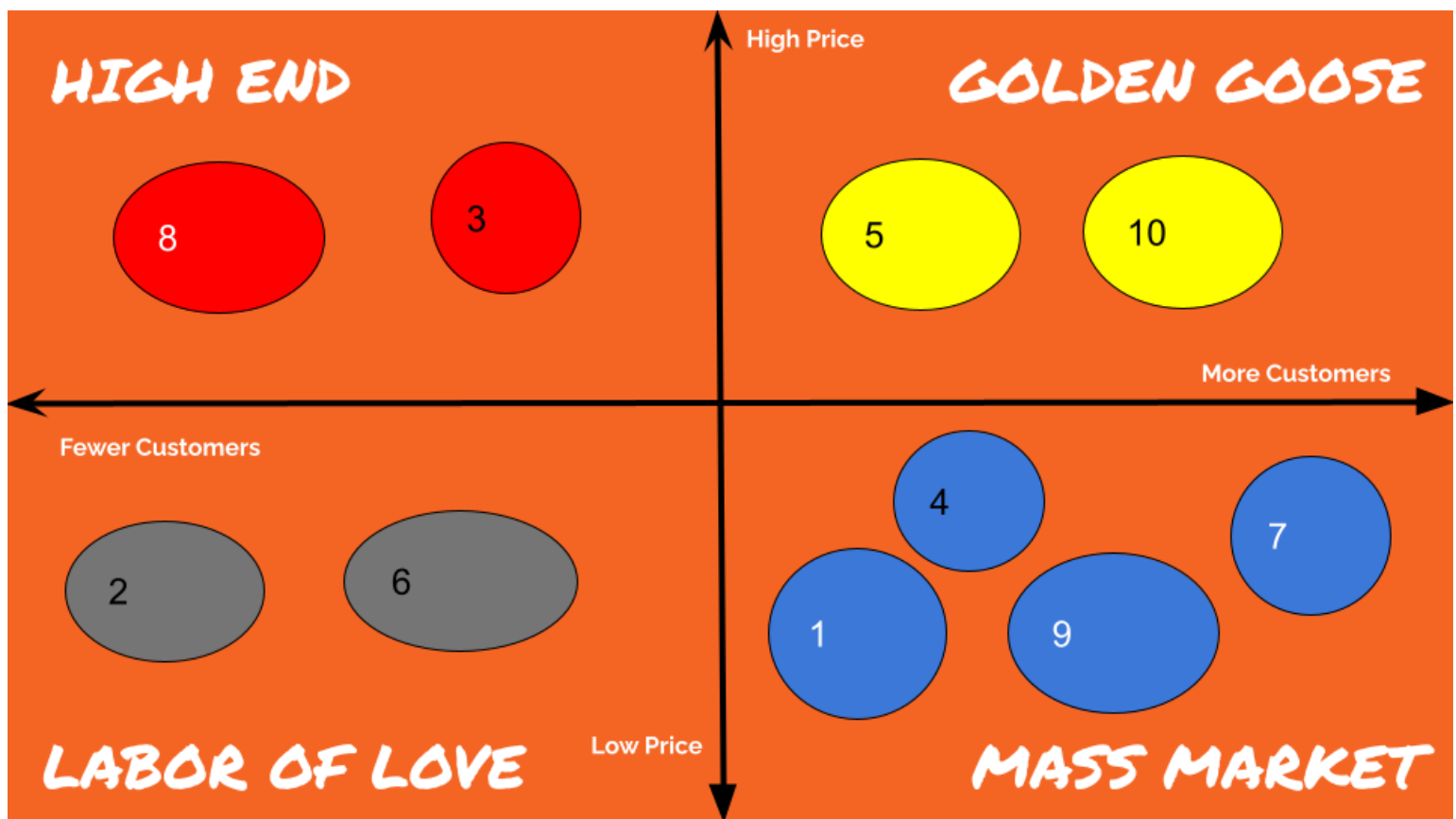   x. Surviving skills because I watch too much of Bear Grylls and Hazen Audel

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2. **Ideas (Problems):**
   Ideas are nothing but problems or opportunities in disguise.
   1. Start by listing at least ten problems that you (or someone else) experience regularly, and that you think need to be solved. Notice that you're only focused on the problem here, not any specific solution. Solutions come later. You want to be able to clearly articulate each problem in a simple statement, and pair it with a target audience or customer. (10 minutes)

      i. Stopping the spam calls that the user has not signed up for (target audience: customers)
      ii. Customers are not aware of how to check where a particular product is located in the grocery stores. (target audience: customers)
      iii. How to choose which food ordering app is more budget friendly (target audience: customers)

    iv.   Smaller amount of grocery items in comparison to big packets (target audience: retail store owners and customers)

    v.   Insurance, labs and Clinics not listing the diagnosis prices before the patient's visit.(target audience: customers)

    vi.   Gate barcode detectors do not detect stealing of small items from the stores (target audience: store owners)

    vii.   Paying separate subscription fees to various streaming websites. (target audience: customers)

    viii.   Airlines not able to figure out the price difference in paying overtime to pilots in comparison to making them stay at hotel and pay a bigger bill to hotel and cab services (target audience: pilots and airlines)

    ix.   Plastic-less keurig cups to stay environment friendly (target audience: coffee packaging companies and customers)

    x.   An app which lets you find people who are traveling to the destination of your choice and need a company to either drive to the destination or carry any of your items to deliver to that destination. (target audience: customers)

2. Make a copy of the demand matrix example (see below) and then plot the problems you have identified onto the demand matrix, by making your best guess. (10 minutes)
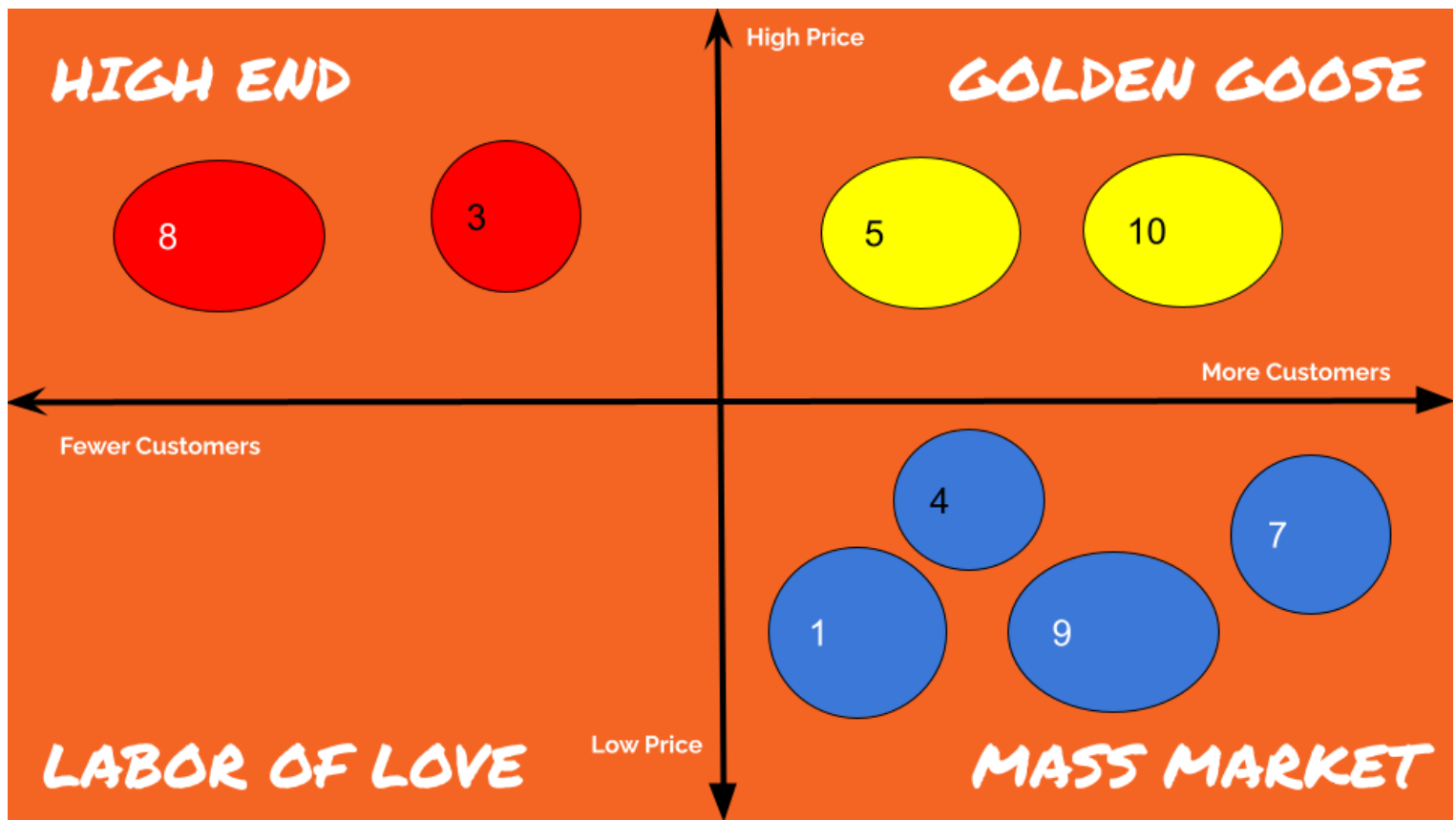
4. Refer back to your list of interests and skills, and rank your remaining ideas (problems) by your personal passion or level of excitement, from highest to lowest. (5 minutes)
   i.   Insurance, labs and Clinics not listing the diagnosis prices before the patient's visit.(target audience: customers)
   ii. Smaller amount of grocery items in comparison to big packets (target audience: retail store owners and customers)
   iii. Plastic-less keurig cups to stay environment friendly (target audience: coffee packaging companies and customers)
   iv. Paying separate subscription fees to various streaming websites. (target audience: customers)
   v.   Stopping the spam calls that the user has not signed up for (target audience: customers)
   vi. How to choose which food ordering app is more budget friendly (target audience: customers)
   vii. An app which lets you find people who are traveling to the destination of your choice and need a company to either drive to the destination or carry any of your items to deliver to that destination. (target audience: customers)
   viii. Airlines not able to figure out the price difference in paying overtime to pilots in comparison to making them stay at hotel and pay a bigger bill to hotel and cab services (target audience: pilots and airlines)