

Answer the following questions in your document:

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

**Shyp simplifies the process of shipping for users. Instead of people dealing with packing, labeling, and bringing packages to shipping centers, Shyp improved the process by picking up items, packaging them, and handling shipping logistics. This falls under Simplify because it makes a normally complicated and time-consuming process much easier for users.**

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

3. **Curofy is a medical networking app that allows doctors to discuss cases, share information, and work together professionally. It contains elements of Me Too, as it applies the concept of professional networks (like LinkedIn) to a specific medical market, and it is a Virtualize idea because it pushes the standard method of professional networking and medical peer discussions to a digital platform.**

4. Use [Product Hunt](#) to find a relatively new startup and respond to the following about it:

- Describe the idea.

**ComfortCall is an app that lets users trigger realistic phone calls to escape awkward or unsafe situations. Calls come from verified numbers and use natural scenarios like a friend checking in, a work reminder, or a safety call.**

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

**Simplify:** It makes the act of faking a call easier and more natural.

**Virtualize:** It digitizes a common social strategy—pretending to get a call—and integrates it into mobile technology.

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

**Since ComfortCall provides consumers with instant relaxation and peace of mind in socially awkward or potentially dangerous situations, it acts as a painkiller.**

- Is the idea easy to monetize?

**Yes. The app could monetize through a subscription model, premium call scenarios, or safety-focused partnerships.**

- Is the idea simple and easy to describe?

**Yes “One tap to get a real phone call to escape awkward situations.**

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

**Almost everyone has been in awkward situations they’d like to leave. It’s especially relevant for young adults, professionals, and people concerned about personal safety.**

- Does the idea have a large market?

**The market includes a wide range of users—anyone who has a smartphone and deals with social interactions.**

- Does the idea have a legitimate secret sauce?

**The secret sauce is the realism in the phone numbers, and natural pre-set scenarios and the ability to create a real sounding call so it feels believable.**

## **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.
  - Students struggle to stay consistent with studying and reviewing material.
  - College students and young adults want to build better habits but lack accountability.
  - People often get overwhelmed when planning events, like group projects, club meetings, or creative pop-ups.
  - Local brands and creators need affordable platforms to showcase and promote their products.
  - Many people want safe ways to exit awkward or unsafe social situations.

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

- A web-based flashcard app that auto-generates study decks from key topics (education).
- A habit-tracking site that gamifies consistency with streaks and rewards (productivity).
- A collaborative event-planning platform with tasks, reminders, and shared boards (organization).
- A website builder tailored for local brands to quickly launch a clean, professional showcase (entrepreneurship).
- A safety/social comfort app like ComfortCall that simulates realistic calls (personal safety).

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 think I'll choose the flashcard generator website as my product. I chose this over the others since it has an impact on my experience as a student. It addresses an issue I want quick, dependable study materials without wasting time creating flashcards by hand.**

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

**The concept already exists in Quizlet, Anki.**

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

**This belongs to the education tech industry because it helps students and learners of all ages study more effectively.**

## **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.

**My product is a Flashcard Generator Website that automatically generates a deck of ten flashcards with terms and definitions based on a user-provided topic. This mixes Simplify which streamlines the study process, and Virtualize which places the development of flashcards in an automated digital environment.**

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?

**I often find myself lacking time to make flashcard sets because I am trying to balance my work course and project. This kind of website would help better prepare for tests.**

3. What problem will your product solve?

**It eliminates the time-consuming process of writing out flashcards by hand or even typing them manually into apps.**

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

**It will be a web-based tool/service site that promotes and demonstrates the flashcard generator, with an interface for users to input topics and generate cards.**

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

**This product is a painkiller because it solves a real pain for students who lack time and motivation for creating flashcards.**

6. Is your product easy to monetize?

**Yes. Monetization could come from offering free limited decks and charging for premium features such as exporting to PDF/Quizlet, saving decks, or creating custom styles.**

7. Is your product simple and easy to describe?

**Yes Type in a topic, get a deck of flashcards instantly**

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

**Main users would be students**

9. Does your product have a legitimate secret sauce?

**The secret sauce would be that it's automatica generated saving the user time.**