Project Ideas Preparation:

- Everyone brainstorm pain points in their daily lives.
- Think of a product that can solve those.
- Choose to focus on whichever pain point is most common.
- That way we already have a target market.
- start researching competition- how have others tried to solve it?
- Then together brainstorm how to solve it in a different or more effective way than the competition.
- For the pain point brainstorming, some scenarios: brainstorm pain points in (1) daily life, (2) while travelling, (3) job searching, etc.
- Everyone should think of minimum 5 to 10 pain points per scenario.
- Then we make a chart to see if there are overlaps, which ones are most common etc.

tl;dr :

1. Pain point brainstorming as a group, use scenarios.
2. Compare and choose some pain points for potential solution.
3. Research competing solutions for the 2-3 potential pain points.
4. Brainstorm features that both (a) solve the pain point and (b) are different than competitors.
5. Choose our final product from the 2-3 points, ones based on what is most feasible for us to do.