**HW week 2: Three Product Ideas**

Please do not write your name on this sheet!

Also, don’t start designing a solution just yet, focus on a problem

**Idea 1: [Social eatery]**

**What is the problem you are solving?**

Tourist and travelers are usually not aware of good restaurant and bars in the areas they are travelling. Our App will connect the customers with other customers in the area creating a social circle. Users will help each other by proving essential data such as current wait time, specials, best food choices, restaurant experience.

**Target customer segments?**

Food enthusiast and travelers

**Potential market size?**

58.3 million people within US who are active on social media. At present time 294 million food post are posted in Instagram. This shows people want to share their food on social media. Our app will be the social media for food.

**Idea 2: [Dental health Subscription box]**

**What is the problem you are solving?**

Most people don’t pay enough attention to dental hygiene. according to ADA a person should change brushes every 60 days, most people are not even aware of this issue.

We will provide a dental health subscription containing brush every 60 days so that consumers can have good teeth.

**Target customer segments?**

Anybody past 25, and mostly under 65, when the dental problem starts.

**Potential market size?**

There are many people with bad dental habits, particularly the market size is very big as we are targeting customers between 25-65, who have dental problems.

**Idea 3: [Easy 24x7]**

**What is the problem you are solving?**

We are providing a safe medium to contact a trusted list of electricians, plumbers, mechanics, general contractors, painters, locksmith & road side assistance, where the customer/user will be able to contact and book reliable and trustable providers who are available 24x7.

**Target customer segments?**

We are solving this problem for household consumers who are looking for services for their homes and want safety, convenience and peace of mind.

**Potential market size?**

Home owners within the age of 45-65 as they are old and are not capable of doing it or don’t have time to take care of thing at home on their own, so they rely on outside services.