**HW week 2: Three Product Ideas-Online** (2 p)

**Instructions**

To choose a product (an app) to build, there are some core principles you’ll need to ensure are met. Your assignment is to lay out some ideas as to what you might want to work on throughout this course. The core principles you’ll need to think about are the following:

1. What is the problem you are solving? (PROBLEM)
2. Who are you solving the problem for? (CUSTOMER)
3. Why is the problem worth solving for the company? (How big is the MARKET)

Using a template, write down three ideas for problems you propose to solve.

Note: focus on a problem and don’t worry about how this product is going to look like. We will do it later!

Going forward, how would we use your ideas to select team projects?

1. You will upload this doc on BB
2. Same time, teams of five would be formed, a person with a last name alphabetically first is a team lead
3. The team lead is responsible for collecting product ideas from all team members (15 ideas total) and share this doc within the team so that the team can review. You may use any collaboration tools for that (Dropbox, etc)
4. You select Top 3 ideas you like the most from those 15 and upload on BB
5. Same time, team lead helps to facilitate a final vote to select an idea that team will work on. One way of doing it is to list all Top 3 ideas and each person gives a score “3” to his/her absolute favorite, “2” to second place and “1” to third. The one with highest total score wins. You may do it differently, however.
6. As a last step, you create a one page project proposal, post on BB (as a team) and start working on it.