HW2-Individual: Three Product Ideas

Instructions

General:
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)

Template

Idea 1: Zoomkeep

What is the problem you are solving?

Due to Covid-19, People have shifted virtually to Zoom as one of the platforms to communicate with other people. Zoom is being used extensively for Team meetings, Student Office meetings, and Informal celebrations for various occasions and for Friends and families. However, switching between Zoom and Note taking application can be tedious. Also taking capturing files through zoom is difficult. Currently people face a lot of issues to share files on Zoom as sharing is limited to Links & URLs. Zoom Keep is targeted to solve problems like File Sharing, File Storage, Screenshot accessibilities, Save Notes, Real Time transcripts generation, Customized Video Record Edit capabilities to Increase Productivity on Zoom & enhance its user experience which are existing problems for customers.

Target customer segments?

Target customers are mainly people who use zoom for day-to-day activities, like students using zoom for classroom meetings, Professors using Zoom for lectures, Friends or Family who use zoom for informal meetings, Office & corporate meetings.

Potential market size?

According to the US population, around 12.92 million people uses Zoom application actively daily and are our potential segments as our customers who will need ZoomKeep to solve current fundamental loopholes of Zoom on terms of productivity.

Idea 2: SkillUp

What is the problem you are solving?

Due to covid-19 a lot of learning schools have been impacted, for poor kids in india where internet connectivity is a issue. People can't browse high quality videos, some alternative should

be developed to have an iterative platform that helps contributors add their content, a quality moderator to find best available resources for free as a quality learning platform to have their learning uninterrupted with high quality content available to them. Currently all the top notch educational programs are costly to existing customers. Also, no Learning platform helps or connects people with features like learning gamification with different segments of customer, Community forum with respect to experts and free contributors etc. Current e-learning platform with customizable track and market trend learning skills is needed by potential job seekers.

Target customer segments?

Anyone who wishes to learn new skills for their jobs, profession or passion would be a target customer. Currently due to covid, rising unemployment has arised a lot of questions in market t target quality employees and have narrowed down the market. Such situations has forced professional employees to 'skill-up' (improve their existing skills/learn new skills) to be productive and a market fit. People with Low internet connection are special segment for this problem.

Potential market size?

There are more 50% of population in countries like India where internet is not strong and distant learning is impacted due to this problem. Moreover, there has been 10% increase in unemployment /firing employees in US job market due to lack of Skills & new technologies.

Idea 3: FoodJINI - F.A.R.V.I.S

What is the problem you are solving?

Ever thought about a situation where you have groceries run out and you are left with just couple of food items in home? In normal scenarios people order food online or from restaurants and forced to spend money. However in such case, problem definition could be given as inability of user to identify right dish from existing stock of groceries and contributing factors like No Notifications of Groceries exhaust alerts etc. So user needs a solution to solve problems like suggesting what dish could be made of available groceries? What groceries are available at home ? If user needs to have limited customized groceries delivered for a dish ? Or lastly best available Markets for Ordering Online? Everything Magical Imagination and innovation about making Food Assistant (Food Jini for you).

Target customer segments?

Customer segments can be everyone in the world who cooks their food or needs to online order only when they know what's available at their kitchen and how to use them in appropriate way and needs smart A.I ways.

Potential market size?

There are around minimum 28% of 328 Million people; US population who lacks right sense of cooking. Also considering optional cooking option we can target rest percentage increase as an optional spike in our market size consideration.