#### Project idea/background & business need/opportunity

### Here, your team should discuss information that will help the viewer (the instructor, your classmates, and the general public) understand the context and background history regarding your team's project (your team's "why" #simonsinek #goldencircle). This discussion should assume that viewers are not well-versed (knowledgeable) regarding the background of the project or project area. You should also try to dive into the business need (if any), problem, or opportunity/innovation that your team's project idea will solve/introduce into the world

#### Reason

### Before we start creating something, we need to know why we are creating. We create for many reasons, such as:

### To solve a problem (This is the engineer's bread and butter)

### Show someone our thinking

### Express our ideas, feelings, or interpretations

### Interpret information in a new way

### Etc.

### So think about and discuss your team's reason to create?

#### Impact

### Sometimes we can start with the impact we want to create - how will our project and the work we do on our project change our current reality, and how will we achieve this new reality, e.g. learning new tech, using class notes from Tim's classes...haha, etc.)? This helps us think more broadly while we are creating. To help discuss your project's impact, [fill in the details] and discuss the following statement in your vlog

### *When we are done [our current reality] will now be [our new reality] so we think we need to [action step]*

#### Who

### When we know who we are creating for, our audience, our work is more meaningful, relevant and appropriate. So think about and discuss:

Our audience are students, because the time is short. As a student, We have more confidence in our idea of helping students manage their lives.

The students’ opinion is very important for us, the product needs to be useful and usable for them.

We wish our audience to be across the globe. We think all of the students have the same problem with managing themselves. One example is that the overseas students really need that product, because they also need to consider the time lag. If there is a product to tell them when the due day of assignment or something like that is, it will be so good！

For the information, our idea is digital. For example, if some events are coming soon, our web will just email our users or text them.

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#### What

### Think about and discuss *what* type of constraints your team envisions, e.g. knowledge, technology, access to customers, etc? Constraints are important to know as they enable us to push ourselves to think even more creatively To inspire better thinking, we have to become more resourceful and work within limitations - what are the envisioned constraints and limitations?

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