

1. I think that the type of ideas that apply to Shyp are Simplify and Remix. Shyp simplifies the idea of online shopping even further by only requiring you to take a photo of what you want. It also remixes the idea of online shopping by allowing you to take a photo of what you want instead of having to hunt around and order it.

It doesn't really do anything to push it into a new market. In addition, online shopping also already exists, so it isn't really pushing an idea to online.

2. I think that the type of ideas that apply to Curofy are Remix, Me Too, and Virtualize. Curofy successfully takes something that already exists (LinkedIn) and helps repurpose it for doctors; in addition, it also brings a product to a new market (doctors). It also takes the more conventional approach of talking about cases in person and moves it online.

Curofy doesn't really simplify any existing issues. It does help doctors get in contact with more people, but that doesn't necessarily mean it makes it easier. It's also not really tackling an impossible problem.

3. The idea that I chose was "Comfort Call"
(<https://www.producthunt.com/products/comfortcall>)

- a. Comfort Call helps the user step out of awkward conversations or situations by pretending to be a phone call. By tapping a button, your phone will go off and you will engage in a fake yet natural sounding conversation.
- b. I think that the types of ideas that apply to Comfort Call are Simplify, Virtualize and Me Too. This app makes the idea of a phone call interrupting an event easier, I.E, not needing to rely on a person to call you. It also helps virtualize this idea as well, by not requiring a physical person to call you. It also brings an idea to a new market. I don't think that Comfort Call remixes any pre-existing ideas to my knowledge, nor does it tackle an impossible task.
- c. I think Comfort Call is a vitamin, as it helps address certain emotions. If a person is attempting to 'comfort' themselves in a tense or awkward situation by escaping it via a phone call. I think it's also fair to say it can be a painkiller in some contexts, but I lean more towards vitamin.
- d. I think that the idea is easy to monetize. Perhaps a paid version could incorporate more scenarios and more variety of phone call topics and 'characters'.
- e. I think that the idea is extremely easy to describe to someone. The premise is incredibly simplistic, though I did find myself a little confused about how the app would potentially work.
- f. I think this is a common thing that a lot of people my age kind of want to happen when in a situation they don't really want to be in. It's akin to texting a friend or parent to get out of a sketchy situation or place, just in a different context. While I don't think I would use this app, I think that I do have some friends that would appreciate it.
- g. I don't think this app has a huge market, though I do think it's big enough to continue hosting and potentially profit off of.
- h. I think that this app does have (in a way) a 'secret sauce'. I think the biggest and perhaps most impressive thing is the actual phone-call feature of it. Because there was no videos, I'm not entirely sure how advanced the phone-call feature is, but it does seem very promising in terms of how advanced it sounds.

Brainstorming

1) Problems & Solutions

- a) **Problem:** 'Fixed' movie or game reviews; reviews where someone was already against the genre or premise of some form of content and the review reflects these ideas. I.E, a person who doesn't like Sci-Fi films reviewing a Science Fiction movie. These types of reviews can be insightful for like-minded people, but for lovers of a genre or a series it can be frustrating to deal with. While some people might suggest to read the User Reviews, as that more often than not reflects what the intended audience feels about a piece of media, reviews can be bombed or people can protest in the reviews.
 - i) **Solution:** Creating a simple website that has multiple reviews and links to other review sites as well. The reviews can vary from people the piece of content is intended for (such as a Sci-Fi lover reviewing a Sci-Fi movie), and other people reviewing the piece of content (such as a non-Sci-fi lover reviewing a Sci-Fi movie, or someone who may like Sci-Fi but not the series, etc). This, as well as the links to other sites with perhaps a summary of their review, ensures that all parties are heard, and that lovers of a certain genre can have a place to read reviews to help formulate decisions (should I buy this or not?), while providing a variety of different perspectives.
- b) **Problem:** One thing that I hate when looking up Math help is there being a hundred different websites that all say completely different (and often, incorrect) answers. One place that I absolutely love using is Khan Academy and Organic Chemistry Teacher just because they absolutely help break down complex topics into things that are even easier to understand than teachers.
 - i) **Solution:** One solution is to provide a place that provides examples and helps clarify common questions about math problems; this can be done through my own personal experience with Math classes, as well as compiling reputable sources such as Khan Academy, Organic Chemistry Teacher, and others.
- c) **Problem:** When I'm looking up specs for a car, motorcycle, or computer, it can be frustrating because there are so many websites that seem almost perfect, but lack something. A lot of things, such as what oil a car or bike takes, are also spread throughout a variety of different websites, so you need to open multiple tabs just to get the full picture for something.
 - i) **Solution:** Have a website that lists ALL the specs and (basic) information on a car or motorcycle. Things like top speed, torque, 0-60, quarter mile, and all the other specs, as well as things like what oil it takes or oil filter to help provide a complete and detailed picture to the user.

- 2) I think the idea that sticks with me the most is the game & movie reviews. While I am interested in the other issues, I feel a lot more interested in this because I do love watching movies and playing games, and it feels like a lot of times I can't really make an extremely accurate decision on whether to buy or watch something without needing to watch a ton of videos. And if it's something that's kind of niche, it's even harder to find reputable sources to review the content first. While I have some similar issues with the other two problems I listed, I'm not as interested in Math outside of education, and motorcycles/cars is a hobby that I enjoy, but the problem is more of a minor inconvenience compared to this.
- 3) Things like IGN and other websites similar to it have existed before, where people passionate about a genre review a movie/game in that genre. However, a lot of people also agree that over the years these reviews have gotten less and less true to what lovers of a series or genre actually feel. I'm not entirely sure if a website that divides up the reviews into categories such as "Lover of the Genre", "Indifferent", and "Dislikes the Genre" (or something like that) actually exists or not, I haven't been able to find anything like it. But besides that point, review websites have been around for a long time.
- 4) This website would pretty much be exclusive to the entertainment industry.

Product Proposal

1. I propose a website that hosts reviews for video games and movies. Each piece of content has multiple reviews, categorized into how someone feels about the overarching genre. This way, lovers of a genre can read from like-minded people, and people that usually dislike a genre can get a sense of whether the movie or game might be for them. The website will also include links to the larger review websites, just because some people still value their opinions more than an average consumer's. This idea **Simplifies** the process of reading reviews, as you no longer need to sift through review-bombed audience reviews, nor do you need to hunt for videos of that piece of content just to get an idea on whether or not you'll like the game/movie. This idea also **Remixes** the idea of a review website. Most review sites don't have the reviews categorized in such a manner, and a lot of review websites also don't have links to all the bigger review sites.
2. I am a pretty big fan of movies, shows, and video games. I also have a lot of friends that are similar in that aspect, and a lot of them agree that most websites that review this content are often biased or just misrepresent stuff just because they don't like it. I find myself relying more and more on word of mouth reviews which are nice, but for more niche things, it's difficult to actually make a decision.
3. My product will solve the problem of needing to find multiple sources of reviews in order to see if some form of entertainment (game, movie, show) is worth consuming or not.
4. My product is a painkiller because it helps provide relief from needing to go through multiple websites and sifting through reviews in order to make an accurate decision.
5. My product isn't really that monetizable. I think that there are some ways where it could be monetized through the review system, but ultimately I think that would mostly make the product less effective in solving its intended problems (such as pay to leave reviews).

6. I think my product is relatively easy to describe. It's simplistic in nature; really, it's just a collection of consumer-based reviews for movies and video games.
7. I think the market for the product is extremely large. Everyone who enjoys entertainment (playing video games, watching movies or tv-shows), will find the product useful.
8. I don't think there is really any secret sauce for the product, because it doesn't need anything 'special'. I think it's simplicity is the selling point.