

Product Ideas

Protective coverings for candles. So, they don't catch anything on fire.

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Feminine products that do not contain harmful chemicals and additives.

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Reinventing Umbrellas to where they can withstand strong winds instead of turning inside out at the slightest gust of wind.

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Create good ergonomic shoes that fulfill their purpose

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Hurdles

While improving these products sounds great the cost in order to do so would cost 10x what it does now.

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Won't be able to produce as many products as other contenders because of the cost to manufacture.

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Because of all the hurdles placed when creating the products, the pace of innovation will be delayed greatly.

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Finding funding for these developments would be hard.

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Feedback from users

"Candles should come with a way to light them. Like a button so that its safer to light and because lighters are expensive."  
-Devon

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"Umbrellas should have a glow in the dark feature, so others are able to see us, and we are able to see them."  
-Devon

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"Umbrellas should also have an extended sheet around them, like a rain guard that covers your upper body. Because they're essentially pointless when its windy."  
-Tre

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"Organic pad brands could be more affordable. Also brands need to stop making scented vaginal washes/products in general."  
-Jordan

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"Memory foam shoes aren't actually comfortable. They actually cause pain and worsen foot problems. I have knee issues and it doesn't make it any better that the shoes that are supposed to help support me aren't actually helping."  
-Kelsy

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Advertisement

Color Psychology- Different colors can garner different emotional responses. Their mood, behavior, and communication in different contexts.

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Emotional Persuasion- By evoking strong emotions such as fear, happiness, joy or empathy you are able to affect the decision-making process from potential consumers.

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Repetition- By repeatedly advertising my products I am increasing brand awareness and consumer recall.

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