

# New product Idea Examples

This document contains several examples from past students. This includes both On the Mark and Off the Mark examples. All examples are annotated with instructor’s feedback.

# On the Mark Example 1

**Product Name:** Tesla Roadway Solar Tiles

**Product Line:** Tesla Electric Vehicles

**Type of Product:** Solar-Powered Roadway Tiles for Electric Vehicles

**Main Function:** Tesla Roadway Solar Tiles are solar-powered tiles designed to be integrated into roadways and parking lots. These tiles generate renewable solar energy while providing a durable and skid-resistant driving surface. Electric vehicles (EVs), especially Tesla EVs, can charge wirelessly while driving over the Solar Tiles, making roadways a source of clean energy and charging infrastructure.

**Product Attributes:**

- **Solar Energy Harvesting:** The Solar Tiles are equipped with high-efficiency solar cells that convert sunlight into electricity, feeding it into the power grid or storing it for EV charging.
- **Wireless Charging:** As Tesla EVs drive over the Solar Tiles, they can wirelessly charge using induction technology, eliminating the need for traditional charging stations and enabling continuous charging while on the move.
- **Durable and Skid-Resistant:** The tiles are designed to withstand heavy traffic, adverse weather conditions, and offer skid resistance for safe driving.
- **Grid Integration:** Excess solar energy generated by the Solar Tiles can be fed into the grid to power streetlights, nearby buildings, or other energy needs.

**Competitive Differentiator:** The Tesla Roadway Solar Tiles revolutionize sustainable transportation by turning roadways into smart and efficient charging infrastructure. With wireless charging capabilities, durability, and seamless integration into Tesla vehicles, it sets a new standard for eco-friendly and convenient electric vehicle charging.

**Key Technology:**

- **High-Efficiency Solar Cells:** The Solar Tiles incorporate advanced solar cell technology to maximize energy harvesting from sunlight.
- **Inductive Charging:** Tesla's proprietary wireless inductive charging technology enables efficient and convenient charging for Tesla EVs while driving over the Solar Tiles.

**Product Complements:**

- **Tesla Electric Vehicles:** The Solar Tiles are specifically designed to complement Tesla's electric vehicles, providing a unique and sustainable charging solution for Tesla drivers.
- **Tesla Energy Storage Solutions:** Users can opt to combine the Solar Tiles with Tesla's energy storage solutions, such as Powerwall, to store excess solar energy for later use.

**Why is this On the Mark?**



Captures all nine elements of the product idea in detail.

**Visual:**



**How It Works:**

1. **Solar Tile Installation:** The Tesla Roadway Solar Tiles are integrated into existing roadways and parking lots, replacing traditional road surfaces.
2. **Solar Energy Generation:** During daylight hours, the Solar Tiles harvest solar energy from the sun and convert it into electricity, feeding it into the grid or storing it in energy storage solutions.
3. **Wireless Charging:** As Tesla EVs drive over the Solar Tiles, wireless charging is initiated through inductive technology, transferring energy from the road surface to the vehicle's battery.
4. **Grid Integration:** Excess solar energy generated by the Solar Tiles can be fed into the power grid, contributing to local renewable energy generation and supporting sustainable energy initiatives.
5. **Durable and Maintenance-Friendly:** The Solar Tiles are designed for durability, requiring minimal maintenance over time to ensure optimal performance.

# On the Mark Example 2

**Product Name:** Google Nest Home Guardian

**Product Line:** Google nest

**Type of Product:** Smart Home Security and Wellness Hub

**Main Function:** Google Nest Home Guardian is an all-in-one smart home security and wellness hub designed to enhance the safety, security, and well-being of homeowners. It integrates advanced security features with health monitoring capabilities, providing users with peace of mind and a comprehensive view of their home environment.

**Product Attributes:**

- 24/7 Home Security: The Nest Home Guardian offers continuous monitoring for unauthorized access, intrusions, and unusual activities, sending real-time alerts to the homeowner's devices.
- Health and Wellness Monitoring: Built-in sensors track indoor air quality, temperature, and humidity levels, providing insights into the home's overall well-being.
- AI-Powered Safety Insights: The device utilizes artificial intelligence to analyze data and provide actionable safety insights, helping users make informed decisions to protect their home and loved ones.
- Intercom and Emergency Communication: It features a two-way intercom system, enabling homeowners to communicate with family members or respond to emergencies remotely.

**Competitive Differentiator:** Google Nest Home Guardian stands out as a comprehensive solution, merging home security and health monitoring into a single, user-friendly device. Its integration with Google's AI technology and ecosystem sets it apart by delivering personalized safety and wellness insights.

**Key Technology:**

- AI and Machine Learning: The Nest Home Guardian employs AI algorithms and machine learning to recognize patterns and provide accurate safety and wellness insights.
- Smart Sensors: Advanced smart sensors detect environmental changes, motion, and air quality to ensure comprehensive monitoring.

**Product Complements:**

- Google Nest Cameras: The Nest Home Guardian complements Google Nest cameras, providing an additional layer of security and enhancing overall surveillance capabilities.
- Google Assistant Devices: Users can interact with the Nest Home Guardian using voice commands through Google Assistant devices.

## Why is this On the Mark?



Captures all nine elements of the product idea in detail.

**Visual:**



**How It Works:**

1. **Setup and Integration:** Users set up the Nest Home Guardian through the Google Home app, connecting it to their Wi-Fi network and other compatible Nest devices.
2. **Security Monitoring:** The device continuously monitors the home environment for any signs of intrusion, unexpected motion, or security breaches.
3. **Wellness Tracking:** Built-in sensors monitor indoor air quality, temperature, and humidity levels, providing real-time insights into the home's wellness.
4. **AI-Powered Insights:** Google's AI technology analyzes data from the device and other connected Nest devices, generating personalized safety and wellness insights for the user.
5. **Real-Time Alerts:** In case of suspicious activities or environmental changes, the Nest Home Guardian sends real-time alerts to the homeowner's connected devices.
6. **Intercom and Communication:** Users can use the two-way intercom to communicate with family members or respond to emergency situations remotely.

# Off the Mark Example 1

**Product Name:** Atlassian Resourceful

**Product Line:** Atlassian Plan, Track and Support

**Type of Product:** Resource, Talent, and Skill Management Software solution

**Main Function:** Allow managers in organizations to keep track of talents, resources, and skills for effective utilization across multiple projects. Prioritizes information sharing among projects and divisions to manage skill effectively.

**Product Attributes:**

- Seamless integration with existing products in the Plan, Track and Support product line
- Insights on talent utilization, load, and key attention areas.
- Insights are based on data using a dashboard.
- Reports for all the projects in an organization.
- Functionality to categorize based on key skills, department, and proficiency

**Competitive Differentiator:**

- Organizations using Atlassian products will find it easy to integrate.
- It provides support for all the departments in an organization.
- It puts teams and talents in forefront to assist in their Seamless functioning and help progress of talents.
- It streamlines the hiring process.

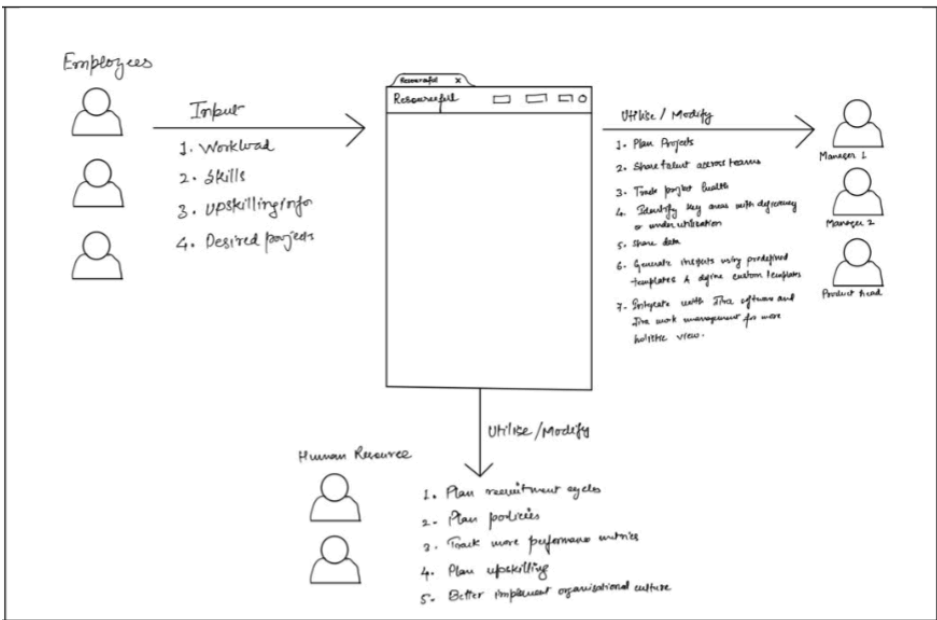
**Key Technology:**

- Proprietary solution developed by Atlassian and already existing solutions developed by Atlassian.

**Product Complements:**

- Jira Software
- Jira Work Management

**Visual:**



**How it works:**

- Employees:
  1. They can report their skills and skill levels.
  2. They can provide information about their work hours and workload based on skills.
  3. They can report their upskilling timeline and find desired field/project of works.

**Why is this Off the Mark?**

Competitive differentiator doesn't specifically document how the new product will be better than any of the other product already in market.

Student did put in a lot of effort to create the visual, however it is unreadable and really hard to understand what the student is trying to convey.



- Managers: They can use the information entered by the employees and helps them in doing the following.
  1. It provides them a platform to document skill requirements, technologies, etc. for their project.
  2. They can share the information in exportable formats or over the cloud with other managers for efficient talent sharing across multiple projects without hampering individual project requirements.
  3. It is helpful to track bottlenecks in product lifecycle due to workload or insufficient skills.
  4. They can use the information to assist employees in their transition in the organization and create upskilling plans.
- Human resource:
  1. They can track talent utilization and accordingly plan recruitment cycles.
  2. It provides historical insight into recruitments to track what worked best and what didn't.
  3. It becomes easy to track employee performance and take assistive actions for the same.
  4. They can track employee's workload and accordingly plan for a better work-life balance suitable to employees and organizational needs.
- Products Head/CTO:
  1. They can track project health for all the projects in the organization and reallocate resources efficiently to handle strenuous demands and changing requirements.
  2. The information and insights from the solution can assist them in creating future roadmaps in alignment with company's goals. For instance, new skill-based talents requirements for future products.
  3. It helps them in co-operating with human resources and related departments.

