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| People & Problems |
| A Study in Finding Meaningful Products for Real People |

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| Claudine Dimalanta |

**Personal Business Objectives**

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For a business to make it worth doing, it would require these to consider:

* **Income** – A comfortable income would be required. Something between $50k to $80k annually.
* **Lifestyle** – Preferably a business that allows me to work from home. Additionally, must be something I can be happy getting out of bed for.
* **Work/Life Balance** – A balance that keeps my sanity intact is important. If I’m enjoying my work to the fullest, I don’t mind a larger work ratio.
* **Opportunities to Serve** – I would want a business where I’m able to work personally with customers for the benefit of everyone involved.
* **World Outlook** – I don’t necessarily need a business that’s going to benefit the world.

**Opportunity Identification: People**

**4 Peer & Passion Groups**

**Peer Groups:**

* UVU Students
* Graphic Designers
* Morkiepoo Owners
* Video Game Cosplayers

**Passion Groups:**

* UVU Students
* Graphic Designers
* Morkiepoo Owners
* Video Game Cosplayers

Adults with PKD, Children in poorly equipped schools, People in need of ESAs, Students unable to find a job out of college

-Cosplayers (64% are female, 60% between 23-29 y/a, typically try to find deals for cheaper outfits, the type to binge shows, hard to estimate number of cosplayers but estimated Japan has more professional cosplayers than the rest of the world, idk)

-Adults with PDK (30-50 y/o, affects men and women equally, people with pkd don’t take care of their kidneys lol. Probably drinkers/smokers, 100-250 cases in the us/year, 12 million affected worldwide. No cure)

-Students unable to find a job out of college (age 25+, 3.8% of graduates, aren’t as proactive in their search, hard to find numbers)

- Graphic designers (60% are female, typically tech savvy and creative, Cali, NY, & Texas have most. Estimated 2m in the us alone)

Cosplayers

-Trouble finding affordable fabrics and props

-Trouble bringing repair items during conventions

-Trouble finding high quality costumes locally

-Trouble with wig styling

Adults with PKD

-No cure

-Wait list for organ donors

-Additional complications alongside PDK

-Can go undetected

Students unable to find a jorb

-Lack of independence from parents

-Difficult to get their foot into the door

-Difficult to make connections

-Unsure of what steps to take/no guidance

Graphic Designers

-Creative burnout

-Staying on top of deadlines

-Getting freelance work

-Working fast

No cure for PKD, additional complications