Innovation and Ideation

# Question 1: What is the problem you are trying to solve?

Define the problem you are trying to solve. Eventually you might capture this information in a Customer Definition Document.

## Question A – Who has the problem?

## Question B – What are they doing when the problem occurs?

Question C – What is it about the activity that is difficult, or provides an opportunity for improvement:

# Question 2: What can be done to address the problem?

Eventually, after you’ve gone through the process a significant number of times, you might have created a document called a Product Requirements Document.

# Question 3: What does the solution look like?

Eventually, after you’ve gone through the process a significant number of times, you might have created a document called a Product Definition Document.

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Question 1:

Question A –

Amateur birdwatchers who don’t have the budget to spend on cameras, binoculars, identification guidebooks, and other equipment.

Question B –

Trying to identify a bird by sight without the use of expensive equipment.

Question C –

There is a lot of information to sort through, and sometimes using a search engine can return with unsatisfactory results.

Question 2:

Create an app with choices for identifying characteristics that narrow down the possible specimens.

Question 3:

An app with labelled buttons that will take the user to the correct multiple choice button page until the choices of specimen are sufficiently narrowed down for the user to choose the specific bird by picture.