

# Final Project Brainstorm

The final project is an opportunity to build something that matters. In school, projects are dictated to you. Here at iX, you have a chance to ideate and create an application that solves a problem you see in the world around you. Every good product begins with intentional brainstorming about what that product seeks to accomplish and how. Answering these questions will help guide you through that process.

## The Problem

*What is a problem that needs to be fixed? Why does this problem exist? What aspects of this problem need to be tackled?*

## Market Research

*Provide data to support your claim that this is an actual problem. Do some research. Talk to people. Look online. Collect real data.*

## The Who

*Who is the target audience? How many people face this problem? How do they currently solve the problem? How would a web application improve their ability to solve the problem?*

## The When

*When does your target audience face this problem - daily? weekly? every minute? When would your target audience use an application to solve this problem? Would they use an every time they face your stated problem?*

## Competitors

*What other applications exist that attempt to solve this problem? How do they try to solve it? How many users do those apps have? How have those apps changed over time and innovated?*

## The Proposed Solutions

What are **three** different ways you can address this problem via a web application? What would these applications do? How would the user interact with and use these applications?

## The Difference

How is your application idea different than the that of the competitors?

## Elevator Pitch

You meet an investor at a tech conference. What would you say to get your idea funded? Create one elevator pitch (15-30 seconds) for each of your three ideas.