**Three Creative Ideas**

**Project Specifications**

Fill out the project specifics that you get from the Project Specifications Generator.

**Product**

Product Name:

Product Brand (you get to choose this):

**Target Audience Demographics**

Gender:

Age:

Relationship:

Education:

Income:

Media Consumption:

**Ideas & Sketches**

Provide a sketch and description of your three creative ideas.

**Idea #1**

[Describe your creative idea here]

[Insert a sketch of your creative idea]

**Idea #2**

[Describe your creative idea here]

[Insert a sketch of your creative idea]

**Idea #3**

[Describe your creative idea here]

[Insert a sketch of your creative idea]

**Add & Subtract Report**

Explain what you decided to add and subtract from your daily routine this week.

[Explain what you decided here]

**Progress**

How many days did you complete these additions and subtractions from your daily routine? Explain your experience with these changes to your routine.

[List days participated and your experience]

**Submission**

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