

# IDEA GENERATION

Finding Unmet Market Needs

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POTENTIAL SEGMENTS (3)

Post-Secondary

Mobile Users

Travel

Unmet Need/ Huge Problem/ Inelastic Demand

Expenses (Tight budget)

Free Time (organization)

Stressful

Phone Plans too expensive

Lack of Wifi (Poor connection)

Battery life too small

Prices

Type of experiences

Trustful sources, ratings, comments

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THE POTENTIAL SEGMENT I WANT  
TO FOCUS ON IS:

The problem I am trying to solve is:

Post-Secondary

Mobile Users

Travel

Free Time (organization)

Lack of Wifi (poor connection)

Trustful sources, ratings, comments