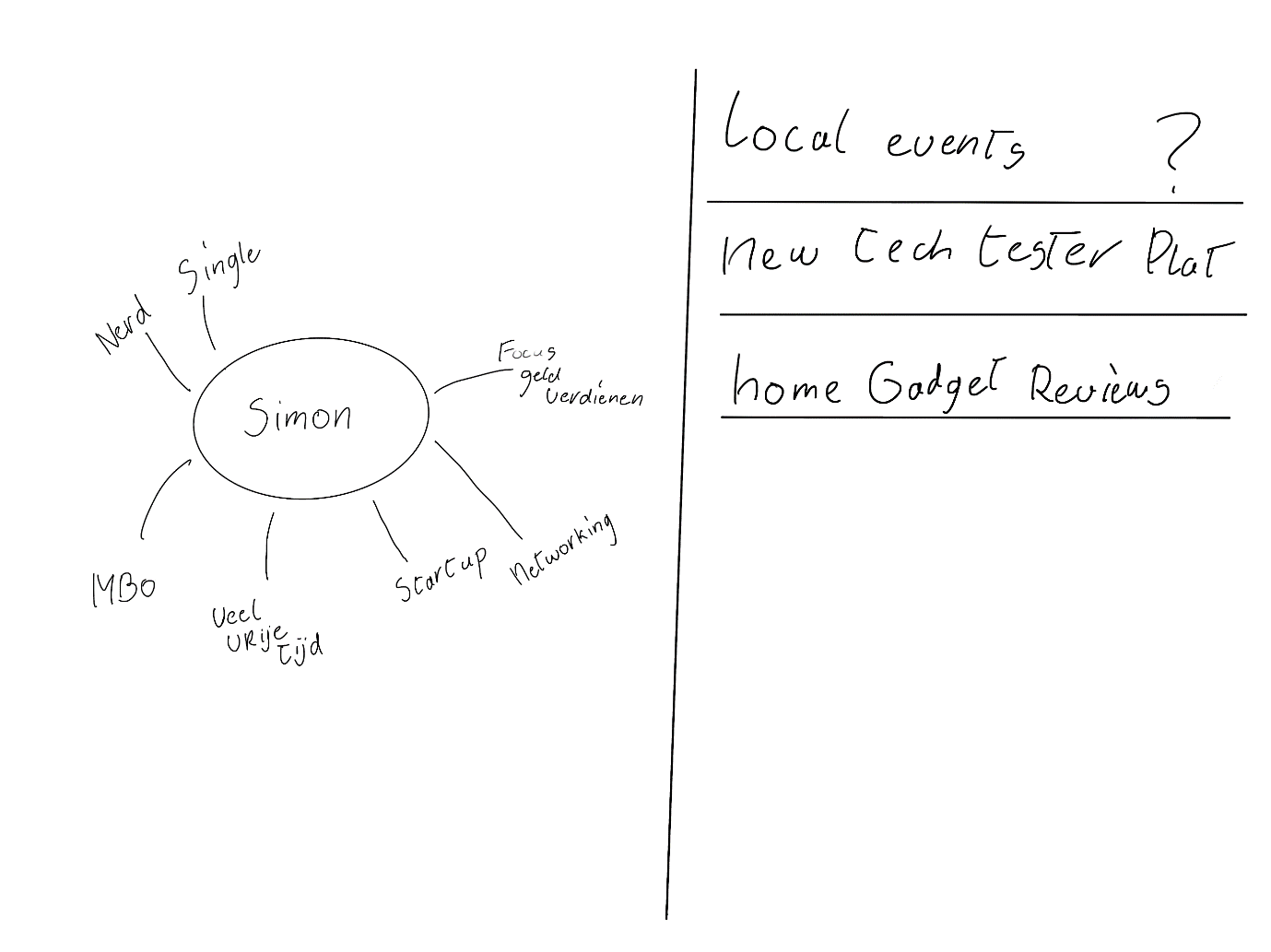
# DesingThinking

Empathize:



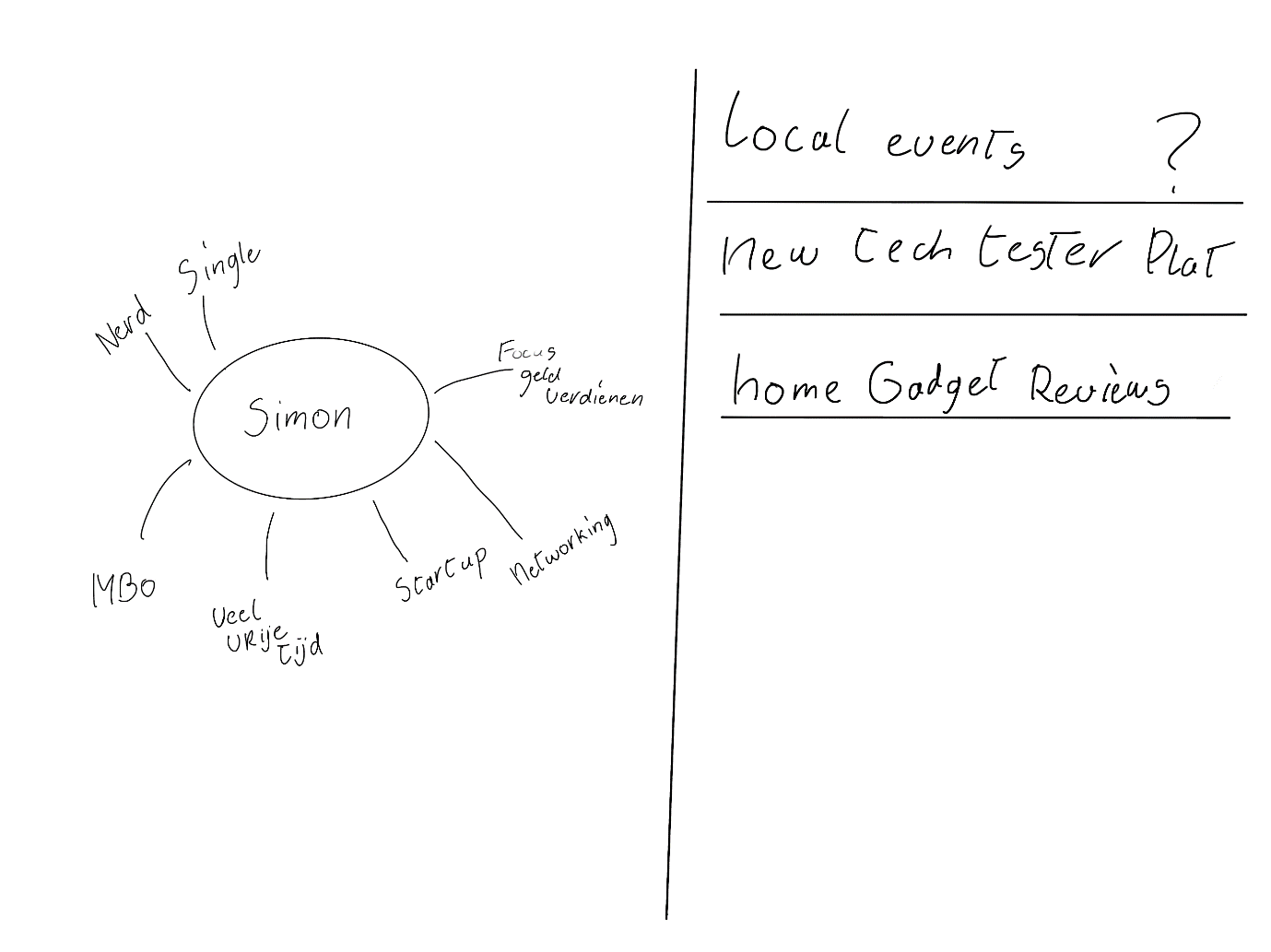
* Super comfortable with technology
* Single
* Undergraduate degree
* A lot of spare time
* Has a start-up
* Busy with networking.
* Focused on making money on new technology.

Define:

* Motivated by new technology and would like to find ways to monetize this. Therefore, he likes to have and see new technology.
* He lives by himself, meaning he must do everything by himself (think of chores, cooking)
* He is an entrepreneur this often implies he is curious.
* He is searching for local talent.

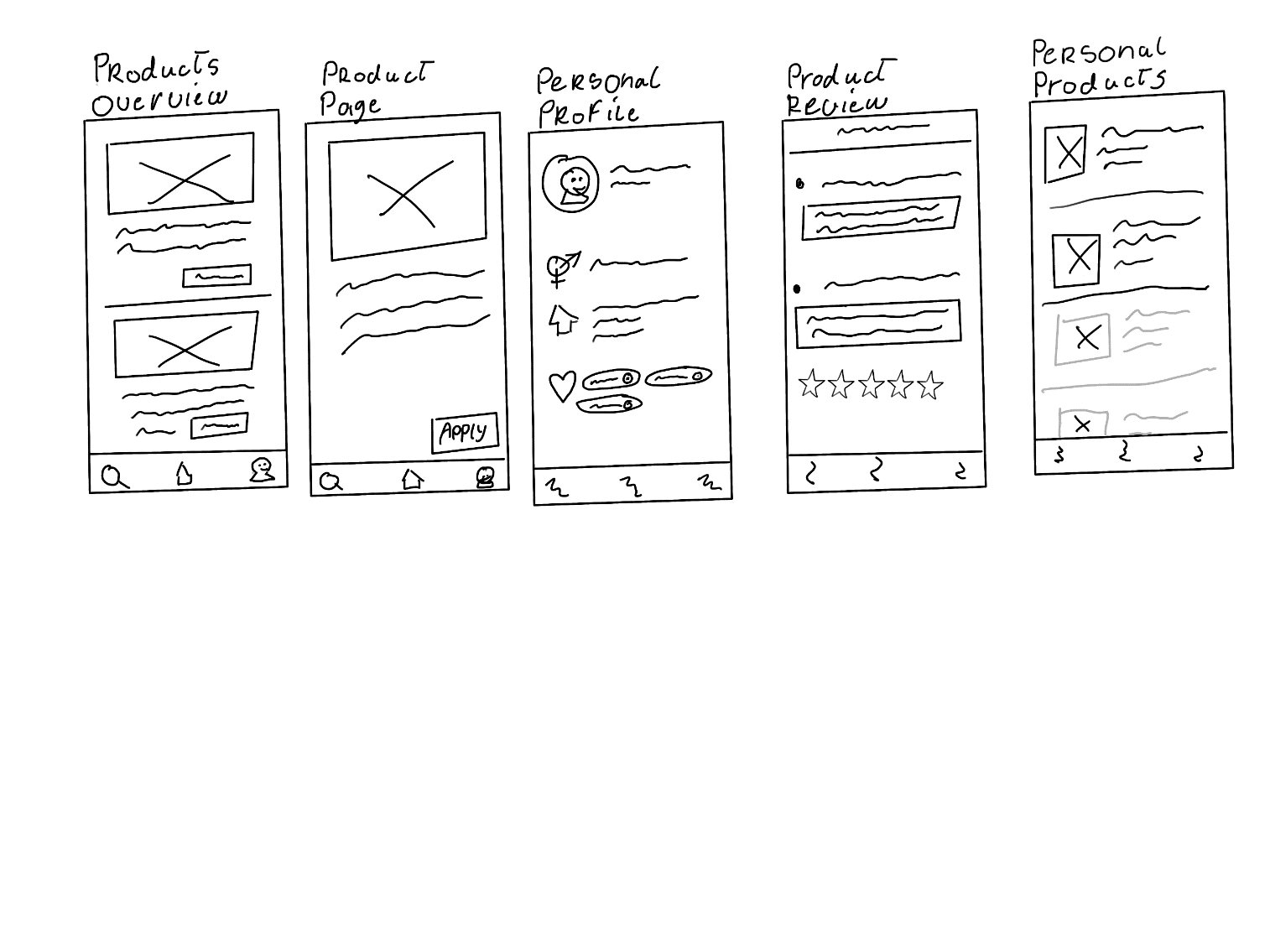
Ideation:

We’ve chosen the New Tech Tester Platform because it something in or around the house, and it within the interests of Simon.



* Local events
  + A platform where you can find local events around you.
  + Helps finding local talents
  + Creates a network around him with new contacts, friends, and possible colleagues
* ***New Tech Tester Platform***
  + Shows new tech innovations
  + You can apply which product you would like to test
  + You get familiar with new upcoming technology
  + You can keep the products, or you can get paid to test it.
  + The gadgets can possibly help around the house.
* Home gadget Reviews
  + Platform where you can view all home gadgets
  + People review the gadgets, and you can review them yourself.

Prototyping:



Ideas:

* A manual fort he product sent with the product itself
* Camera use for pictures/videos to show proper use.
* Company needs other pages to add product to app.