



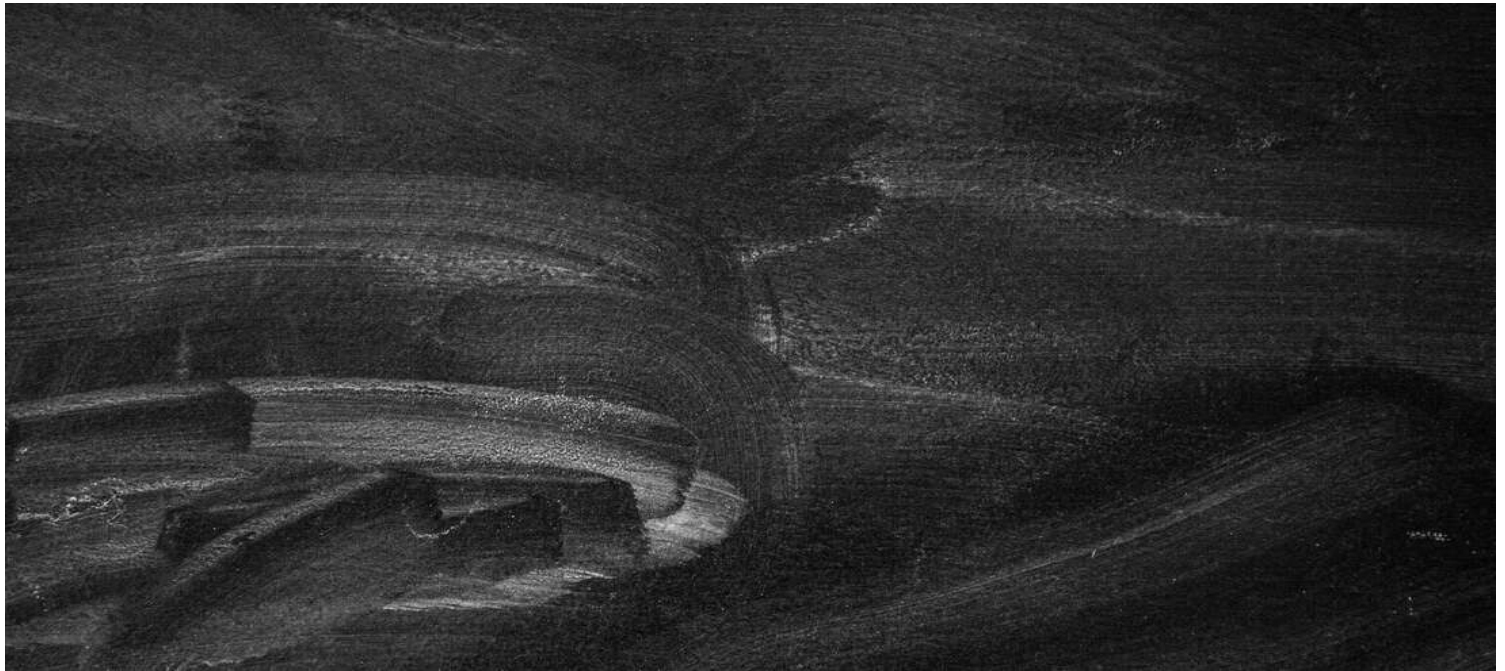
Product Idea Analyzer

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Product Idea Score: Back to the Drawing Board



We do not recommend pursuing this product idea. There is a lot in your way that will make it very difficult. But that's ok! At makeXnow, we always say ideas are free. Few people take the time to really brainstorm product ideas. Read below to learn about the red flags with this one and try to think of product ideas without the same issues.



Market Opportunity: Challenging Marketability



You may find it difficult to bring a product like this to market.

The right product for business customers will be adopted quickly if it solves a real problem. 44 is a good price to sell the right product that people really need. Be prepared to spend a good portion of you revenue on marketing.

If you decide to develop this product, there are several challenges you need to be prepared for.

Ask yourself what value you can bring to an already crowded market. It can be difficult or impossible to stand out when there is a lot of competition. While it's great to create a product for a specific niche, make sure to ask yourself, how much of this niche will you need to capture to make it worth it? Be realistic; assuming you will reach even 10% of the market is a bit over-reaching in most cases. Not all products need to solve a problem, but a lot of the best ones do. It's always best to start with the problem at hand and then work towards a solution rather than starting with a product idea and searching for a use for it.

If you are determined to make this product, make sure you are the best in the market and do everything you can to find your audience.

Product Development Difficulty: Very Complex



Developing this product will be highly complex for a number of reasons.

It is important you are aware of the challenges that make a product like this so complex.

Making a product that comes in different sizes requires a lot of extra work. Not only do you have to test many different sizes, but you have to spend much more money on inventory when you are starting out. Electronics always add a major level of complexity to the product development process. Developing a product that must contain a liquid really raises the bar on how precise the product has to be. Regardless of how simple the design is, working with adhesives always adds complexity and makes quality assurance much more difficult. Try to come up with a way to design your product without adhesive. You can use press-fits, overmolding, screws, etc.

Developing a product with a higher part-count can add complexity to development. Beware that designs that require focus on precision involves a lot of extra engineering work and a lot of testing.

The reason simple product ideas seem to have better chances finding success is not necessarily because people prefer simple products, it has more to do with the complex ones losing footing during the product development process. Just about anything can be made, but make sure you plan for a more involved product development process. If you are still up for the challenge to make this product, know that the road ahead will be tough. Make sure you consult with experts and really plan out the product development process for this one.

Creator-Product Fit: Not the Best Fit



Product-market fit aside, you should ask yourself: is this really a product you would enjoy developing and marketing?

Passion for your product is super important. It's amazing you have such a strong desire to make this happen!

Don't give up! Get back to the drawing board and try to come up with a new idea that really solves a problem!