**Project Brainstorming**

Problems/needs

* Getting safely to one’s destination when using GPS
* Reducing phone distractions during driving to reduce accidents
* Improving focus on driving (everything else focuses on reducing distractions)

Consumer Markets that could be personally interesting:

* Parenting
  + Finding families with similar values / schedules / desire to hang out / do similar things
    - Harder to find community in an age where traditional structures aren’t there – church, and people are more mobile
    - Match.com for play dates / families
  + Optimizing your child’s sleep using feedback….
    - Report nap timing, duration…and then mood 5 minutes after wakeup and 5 minutes before next rest…. Lots
    - Lots of apps already exist to track most of this except child’s mood before / after naps
* Real-estate
  + Problem/Need: Finding the right community / living situation that will maximize happiness
  + Hyper-local neighborhood information:
    - What will my neighborhood and living quality look like living in this area?
      * Distance from places that matter to you (select from): school, park, restaurants, bar, public transportation hub, transportation stop,
      * Median income
      * Median age
      * Racial breakdown
      * School performance
      * Number of home owners of certain age groups on my street / within 1 mile / …
    - What do people say about this area?
    - What seem to be the values associated with this place?
      * What’s in the local newspaper?
  + Quickly getting the sense of a neighborhood when looking at real-estate
  + Match.com for real-estate
* Education
* Mental health
* Cooking / food