

Part II: Coming Up With Ideas

1. Which type of ideas do you think apply to Shyp? Why?
 - a. I think the Shyp app combines ideas. It **virtualizes** the idea of going into a post office and dropping off your package by making it easy-to-do right from your house with a simple click of a button. It also **simplifies** things by making it easier to advertise a product and ship it all at once with the pickup and delivery fully taken care of. It also **remixes** as it combines all of these ideas and also makes it so that you do not have to research the most cost effective ways to ship, it does it for you.
2. Which type of ideas do you think apply to Curofy? Why?
 - a. I think that the ideas that apply to Curofy would be **me too** since it takes a current idea “linked in” and brings it to a new market, the doctors. It takes the idea of connecting with people and allows exclusively doctors to connect and communicate. It **virtualizes** this communication between them as they would have previously had to call each other and potentially wait days for replies with busy schedules whereas with this app, they are able to call each other with the click of a button. Not only this but it **remixes** a variety of ideas into one and also involves current medical news to keep them informed.
3. Use [Product Hunt](#) to find a relatively new startup and respond to the following about it:

Describe the idea.

- a. I found the startup Blixy which creates fonts and themes for ios keyboards

Describe the type(s) of ideas that apply to it.

- a. I think this could go into the simplify category since to get new keyboards and fonts usually one has to download a bunch of things and it takes pretty long but with this app it makes it easier. It also remixes the ideas of simplifying this set-up process and also being able to search through various keyboards or font types right there and find the one that you are most intrigued by.

Is the idea a painkiller or a vitamin? That is, does the idea address users' needs or emotions? Why?

- a. Although this does help simplify the process, I think it still qualifies as a vitamin because it isn't something that users technically need, it's just a personal preference and personal need for decoration.

Is the idea easy to monetize?

- a. It is easy to monetize since users might be willing to pay for silly fonts or keyboards that have themes that they think are cute or that are aligned with their interests. (Like keyboards of specific games or characters).

Is the idea simple and easy to describe?

- a. Yes, it is easily describable as a fonts and themes provider for ios keyboards.

Is the idea personally relevant? Are you or is someone close to you connected to the idea or the related problem?

- a. I think it could be personally relevant for those that think the generic keyboard is boring. Although I will say, it does not appeal to me specifically because I do not have an interest in changing that nor does the generic version bother me.

Does the idea have a large market?

- a. Potentially among the younger generation since it is something eye catching it could turn into a trend.

Does the idea have a legitimate secret sauce?

- a. I think it just makes the process a lot easier and looks to have a variety of different themes. However, I have seen many other places try this idea so I am not sure if it is super unique.

A. Brainstorming

Answer the following questions in your document:

1. Brainstorm ideas of problems you want to solve with software like an app or website. Include all the problems you came up with in your document.
 - a. One problem is having a lack of awareness for time. So someone that is always late because they do not know how to plan their time well.
 - b. Another problem could be not knowing what to wear to certain events and what would be considered formal, casual, etc.
 - c. Another problem could be not knowing what to cook with the ingredients you have in your household. Some people live in an “ingredient household” where you have a bunch of ingredients but no meals and no ideas or motivation on how to use them.

- d. Lastly, not having the discipline to stop yourself from being on your phone or playing a game when you have work to do.
- 2. Brainstorm ways to solve the problems. Include all the solutions you came up with in your document.
 - a. There could be an app where you can outline your plans for the day and where they are located and the app can give you an exact report of how long you should take doing each thing in order to make it on time for each one. Including commuting time, updates based on traffic patterns, an estimate of time for things like dinners or lunches, and even time set aside for getting ready.
 - b. There could be an app where you can essentially “build your outfit”. It can give you ideas that come from various sources on outfits for this type of event. It could help you by detailing what kind of pants, what type of shirt, what type of shoes, and giving alternatives if you do not own those things.
 - c. In this app, you can enter ingredients that you have at your house or go through a dropdown menu, and then the app can formulate a meal based on those ingredients. It can look through the internet for recipes that include those ingredients and give you examples to help you craft a meal and not waste food.
 - d. This app can act like pomofocus except it can be put on your phone and put a timer on certain apps like social media that you typically spend time on which would maximize your focus and lead to more productivity.
- 3. Choose one of your ideas as your product that you will turn into a website for this course. Why did you pick this idea over the other candidates?
 - a. The app I would like to focus on is ingredient idea since I feel like it relates a lot to me and my situation at home. I often find myself not wanting to cook because I do not want to put the time and energy into thinking of what I could potentially make. It’s also an issue of getting tired of having the same thing over and over again. Along with this, I have seen across social media that this is an issue that affects many.
- 4. Is your idea a new one or has it existed before?
 - a. This idea is not new as I searched it and found a few that offer a similar service.

5. What industry would your idea be useful in? Why? (i.e., advertising, apparel, arts, automotive, cosmetics, education, entertainment, food, etc.)
 - a. This would be most useful in the food industry.

Part II: Finding Your Product

B. Product Proposal

Answer the following questions in your document:

1. Describe the product you have come up with and the type(s) of ideas that apply to it.
 - a. The product I have come up with is an app that lets you enter ingredients you currently have in your household, and gives you meal options for what to make with step-by step guides.
 - b. It both virtualizes and simplifies as it takes the brainstorming part and brings it to an app that simplifies things and makes it more accessible.
2. How is your product personally relevant to you? Are you or is someone close to you connected to the idea or the related problem?
 - a. It is personally relevant to me because I feel I live in an “ingredient household” so it is something that I often complain about and wish there was a solution to.
3. What problem will your product solve?
 - a. It will solve the issue of lacking culinary creativity when brainstorming meals.
4. What type of website will your product be? (i.e., blog, business, brochure, etc.)
 - a. It will be an educational website.
5. Is your product a painkiller or a vitamin? That is, does it address users' needs or emotions? Why?
 - a. I think it is a painkiller. It addresses many people who aren't as culinarily-inclined as an easy way to fix that problem.
6. Is your product easy to monetize?

- a. I think it could be monetized as some people that are desperate for a solution to their cooking troubles may want to pay for subscriptions that may give them full access to things.
- 7. Is your product simple and easy to describe?
 - a. Yes it is an ingredient tracker that can help you plan your meals.
- 8. Who will be the likely users of your product? Does your product have a large market?
 - a. The users will be people who are in similar positions as me. It can be all age ranges, kids that do not know how to cook a lot of things, teens/young adults that are too lazy to figure out recipes on their own, or adults and elders who want an easier way to cook and may not have the skills to think of recipes themselves.
- 9. Does your product have a legitimate secret sauce?
 - a. I think I can find a secret sauce to add to it after more brainstorming. Potentially a protein/calorie tracking option added to it?