

Main target

Design a web based platform for expat-entrepreneurs and people searching for unconventional jobs and lifestyles in Berlin.

It should contain a specific knowledge base as a core function and a part which mirrors the community of the St. Oberholz and the entrepreneurial scene.

1. Research

- Are there already existing competitors?
- What are the needs of the target group?
- Do interviews, observations, excursions...
- Look at your insights and identify on the most interesting ones

2. Define persona and needs

3. Develop ideas which fit the needs of the users and have a special uniqueness.

- Define the USP
- Feel free to create various ideas and let them come alive, reduce the number in a second step and chose at least one of them for further process
- Explain your core idea of the product in one tweet (max 140 letters)

4. Prototyping

- Find a brand name and logo
- Design the user journey
- Build one or different simple but catchy prototypes to test the core idea or your strongest assumption on how to create value to the user
- Go out in the world and test it

5. Iteration

- Use the feedback an experience from 4. for rebuilding and optimization of the prototype
- What type of partners should be involved
- Sketch your idea for a business model

6. Real life

- Develop the product
- Who could be content partners?
- Who could be multipliers?
- Basic ideas for spreading the word

Please write a short summary after every main step and send it to the project partners.