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Assignment 1 - Product Proposal
Coming Up With Ideas

1. Which type of ideas do you think apply to Shyp? Why?
The types of ideas that I think apply to Shyp are Simplify and Virtualize. Shyp simplifies mailing packages to anyone no matter where they are in the world, and also virtualizes the process of sending packages.

2. Which type of ideas do you think apply to Curofy? Why?
The types of ideas that I think apply to Curofy are Me Too and Simplify. Curofy simplifies networking for doctors by creating a platform specifically for doctors. The idea is a Me Too idea because it's using the idea of a networking app such as LinkedIn, but specifically targeting doctors.

3. Use Product Hunt to find a relatively new startup and respond to the following about it:
The startup that I chose is called Guitar Wiz:
https://www.producthunt.com/products/guitar-wiz

4. Describe the idea.
Guitar Wiz is an app that helps users practice and learn guitar, as well as helping them to create their own songs. It includes a large library of chords to act as a reference for users who are practicing music or even assembling their own songs.. Features such as the built in metronome and tuning assist also assist users in making sure they are playing right.

5. Describe the type(s) of ideas that apply to it.
The type of ideas that apply to it are Simplify and Remix. The app helps to simplify the process of learning guitar as it provides a huge library of references on how one can play different types of chords on the guitar. The idea also acts as a Remix as it combines the ideas of educational apps and the process of playing and recording songs on the guitar.

6. Is the idea a painkiller or a vitamin? That is, does the idea address users' needs or emotions? Why?
Guitar Wiz is more of a vitamin rather than a painkiller. Having chords and chord progressions all compiled in a single place is convenient to have, but is not a necessity.

7. Is the idea easy to monetize?
The idea is easy to monetize. Some potential options for monetization are a premium version that gives more features, or ads inside the app. They could also partner with guitar and music companies for sponsorships.

8. Is the idea simple and easy to describe?
The idea is relatively simple, but it can be a little complicated to explain all the features, especially for someone like me who doesn't have much musical experience.

9. Is the idea personally relevant? Are you or is someone close to you connected to the idea or the related problem?
The idea is not personally relevant to me as I do not play the guitar or any music at all. I don't really know many people who play music either so it's not very relevant to the people close to me either.

10. Does the idea have a large market?
The idea does have a large market as there are a lot of people who play the guitar, or want to learn how to play the guitar.

11. Does the idea have a legitimate secret sauce?
I think the secret sauce of the idea is how in-depth the learning experience is. The app shows you exactly where you have to place your fingers on the guitar to play a chord, and shows you multiple different ways to play the same chord.

Brainstorming

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.
- Not getting good music recommendations
- No digital platform to log what video games you have played across different platforms and systems.
- Difficulty finding a way to efficiently track assignments and schedule time.
- Trouble finding the most cost effective pc parts for what you want to use your pc for.

2. Brainstorm ways to solve the problems. Include all the solutions you came up with in your document.

Problem: Not getting good music recommendations
Solution: Making an app or website that searches the web for music that the user would like given what they listen to.

Problem: No way to log what video games you have played across different platforms and systems.
Solution: Website similar to letterboxd or Rate Your Music but for video games where you can rate and review games that you have played.

Problem: Difficulty finding a way to efficiently track assignments and schedule time.
Solution: Todolist type app targeted towards academic needs where students can enter items such as class schedules, assignments, and quizzes.

Problem: Trouble finding the most cost effective pc parts for what you want to use your pc for.
Solution: Website that offers a consulting service to find what pc parts you should pick given your circumstances and budget. The customer could then choose to build the pc on their own, or hire the consulting service to build it for them.

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?
The idea I will turn into my website for this course is the review site for video games. I picked this idea over the others because I am very passionate about video games and it's always bothered me that there's not a popular and widely used letterboxd type site for games.

4. Is your idea a new one or has it existed before?
My idea is not a new one and it has existed before. My idea is a spin on popular review and cataloging sites like letterboxd, but for people who enjoy video games. There are also some sites that serve a similar purpose, but none as popular as more mainstream review sites for other mediums.

5. What industry would your idea be useful in? Why? (i.e., advertising, apparel, arts, automotive, cosmetics, education, entertainment, food, etc.)
My idea would be useful in the entertainment industry as it is dealing with reviews and cataloging of video games.

Product Proposal
1. Describe the product you have come up with and the type(s) of ideas that apply to it.

The product I have come up with is a website where you can write reviews of video games and share them with others. You can then see what you've played over time by looking back at your reviews. The types of ideas that apply to it are Me Too and Simplify. The website is a Me Too type of idea as it is bringing the idea of review sites but to a target audience of gamers. The website is also an example of a Simplify idea as it is simplifying the process of reviewing games. There are several ways to write reviews for video games, but each one is exclusive to an individual platform such as Steam, Xbox, and Playstation. This idea brings all the reviews under the same umbrella to simplify the process.

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?
The product is personally relevant to me because I've struggled to remember what games I've played in the past, and I think it would be useful to be able to look back at your reviews to see what you've played and what you thought about it. I also know a lot of people close to me that play video games that might benefit from something like this. Review sites like Letterboxd and Rate Your Music are already very popular, so I figure something like this would also be popular among people who enjoy video games.

3. What problem will your product solve?
My product will solve the problem of there not being a mainstream and widely adopted user review site for video games.

4. What type of website will your product be? (i.e., blog, business, brochure, etc.)
My website will be a media/entertainment website.

5. Is your product a painkiller or a vitamin? That is, does it address users' needs or emotions? Why?
My product is a vitamin as it is not something that users desperately need, and is more of a product that would be nice to have. There are already review pages set up for the major gaming platforms, but my website provides a convenient way to put all your reviews under one umbrella so they are not platform specific.

6. Is your product easy to monetize?
My product is easy to monetize with ads on the page, or some sort of subscription service with additional features.

7. Is your product simple and easy to describe?

My product is simple and easy to describe. There are already countless review sites on the internet so people widely understand the concept. All people have to do to explain is say it's a review site such as letterboxd but for video games.

8. Who will be the likely users of your product? Does your product have a large market?

The likely users of my product will be people who are passionate about video games. My product does have a large market as there is a sizable portion of the population who play and enjoy video games.

9. Does your product have a legitimate secret sauce?

The secret sauce of my product is the topic, as the idea has already been done. There's no mainstream user review site that focuses on video games, and my product can help take that place.