

Coming up with your
product idea



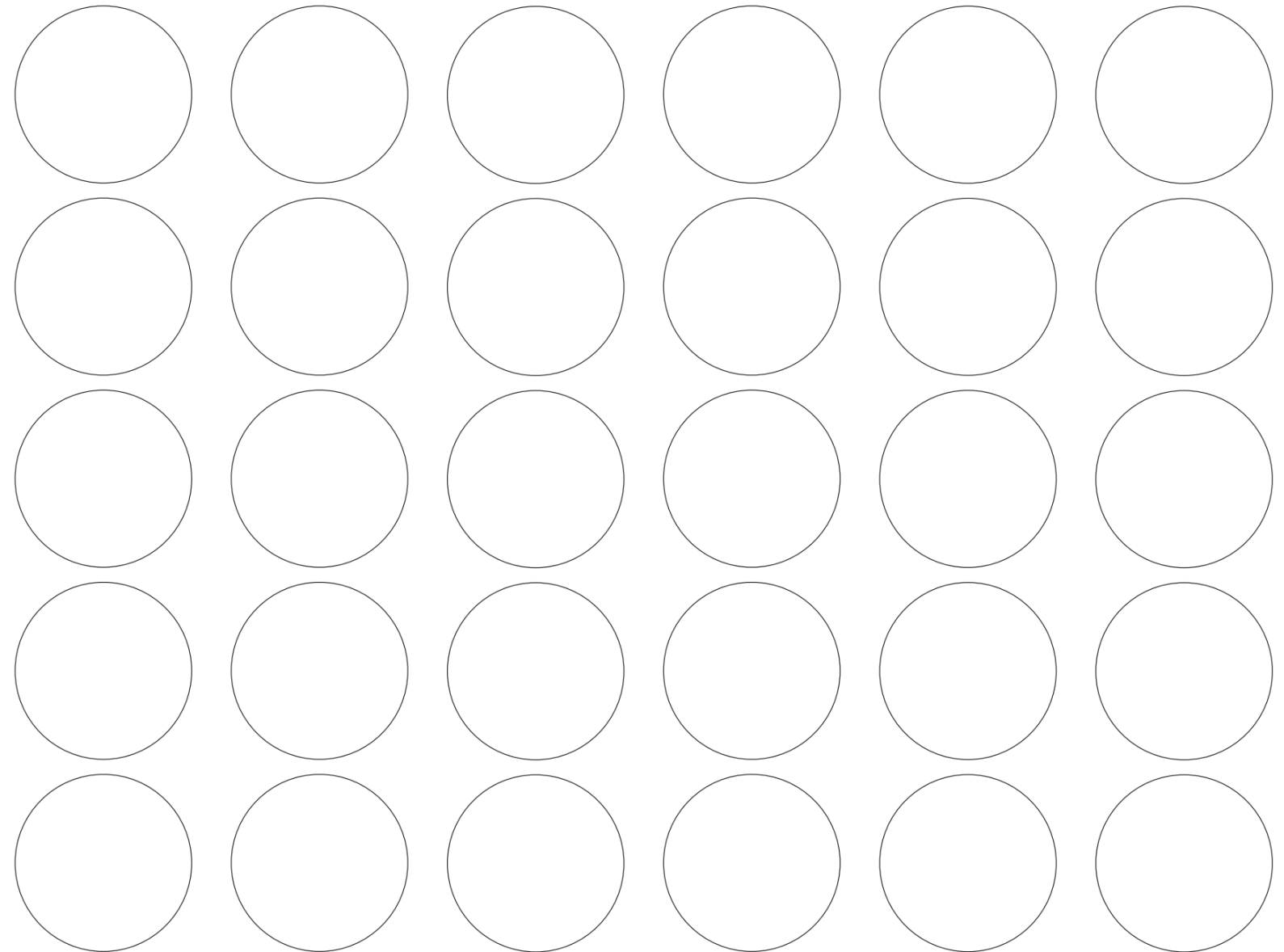
Goal: An app that you can build
in 3 weeks

🤔 The key question for today:

what is it and what does it do?

Creativity

exercise: 30 circles





List 1: Think of apps that exist

- ① Apps you use that you like
(why do you like it? come back to that reason later)
- ② apps you use that you don't like
(why do you not like it? come back to that reason later)

List 2: Reasons for apps to exist

- ☞ Things in the real world that you do regularly that are fun
- ☞ Things in the real world that you do regularly that are not fun
- ☞ A real-world problem you have first-hand experience with
- ☞ A real-world problem you care about
- ☞ Some other reason that doesn't fit these categories

List 3: User types based on people you know

We are not after demographic categories or stereotypes. Think in terms of activities, responsibilities, necessities, or likes/dislikes. Categories can apply long-term or short-term.

For instance, someone who...:

- ✎ is on vacation
- ✎ makes a lot of phone calls for work
- ✎ loves modern dance
- ✎ is trying to learn how to knit
- ✎ is a birdwatcher
- ✎ needs to organize their garage
- ✎ wants to save money for some personal goal
- ✎ works in the construction industry

Combine: 12 minutes

Take 2 or more elements from the lists. Combine them to form a new concept. Give it a name.

It's like <app> for <some-user>

It's like Google Keep for someone who is learning to knit. I call it...Kneep!

Jot down your ideas -- you'll be sharing them later

How to generate ideas as a group

Yes, and...

Build on the ideas of others by saying yes! and adding onto their ideas. Listen actively for opportunities to build and elaborate. Keep your responses positive and resist the urge to use the word "but".

More is more

In the first stage, it's all about quantity. Focus on getting down as many ideas as possible rather than striving to come up with really “good” ideas. Get it all out.

Postpone judgment

Suspend your critical judgment and resist the urge to evaluate the ideas as they flow out. Any idea is welcome and every team member should feel safe to say whatever idea comes to mind.

Encourage wild ideas and big dreams

Wild ideas can often give rise to creative leaps. Thinking about ideas that are wacky or out there let us explore what we really want without constraints limiting your aspirations.

Team is everything

Make full use of all brains by ensuring that every team member is included. Create space for everyone to contribute their ideas.

Stay focused on the topic

Try to keep the discussion on target, keeping your goal in mind. It may be helpful to appoint a conversation moderator.

A quick method for choosing a moderator: what city or town were you born in? Which birthplace is alphabetically last? That person is the moderator today.

One conversation at a time

Your team is far more likely to build on an idea and make a creative leap if everyone is paying full attention to whoever is sharing a new idea.

Write or draw your ideas

Use collaboration tools like Google Docs, or an online whiteboard.
Or use pencil and paper and take a photo to share!

TEAMS

☞ Hanny / Luke / Dave / Danny

☞ Ashley / Kaley / Steve /
Britton

☞ Alyshia / Sarah / Ben



Discuss: 30 minutes

Share your ideas from the previous list. This is also the time to share any other ideas you have.

Discuss. Write down your team's top 3.

We'll come back together after this and compare notes.

Think more deeply about an app idea

Take each of these three and ask this series of questions.

Q1: What is the benefit of <app-idea>?

A1: <benefit>

Q2: What is the benefit of <A1>?

A2: <other-benefit>

Q3: What is the benefit of <A2>?

A3: <yet-another-benefit>

Q4: ...

REPEAT! Each time, asking what is the benefit of the previous benefit?

Keep going until you get to a place you can't go any further. When everyone agrees you've reached the limit, discuss: what have you learned doing this?

Doodle one app idea

Take 7 minutes for this.

Make a quick sketch of some part of the app, something you would like to use. It can be any part of a web site (a homepage, a form, a product page, a gallery...whatever). It can be something you've seen before once, or many times, or something you have never seen but wish existed. This can be as sketchy or as filled in as you want.

The key question:
what is your app &
what does it do?

☞ What need or problem does it address?

☞ How does your app address or solve that problem?

☞ If something else exists for this need or problem, how is your app different or better?

Discuss your ideas tonight and come prepared to share tomorrow morning for feedback.