

MY IDEA IS A FOR IN
product user/customers context

THAT WANT TO HOW
jobs to be done reducing/avoiding - customer pain increasing/ enabling - customer gain

U&C

USER NEEDS & CONTEXT REQUIREMENTS

Think about your users' journey: try to list and prioritize the most relevant needs of your personas, and the context requirements (e.g. ...wear the product for hours ...with no internet)

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FUNCTIONS & BENCHMARKING

List your product's key functions and what makes it different from competitors (e.g. ...long battery life ...competitors have no GPS)

EX

PRODUCT DESIGN

List (& sketch) the main product requirements in terms of shapes, functions, materials, affordances (e.g. ...a retrofit solution ...with modular accessories ...with no display ...pocket-sized ...in waterproof material ...with a playful look)

D

USER EXPERIENCE

List and prioritize the key elements of the user experience (e.g. ...having fun ...being safe ...being entertained ...peace of mind ...fully automated experience)

I

INTERACTION

Identify and list the most relevant interaction touchpoints in the product/service (e.g. ...input ...outputs ...feedback ...interfaces ...gestures ...data visualizations ...payments)

T

TECHNOLOGIES AND COMPONENTS

List the the main technical components and technologies (e.g. ...light sensor ...timer ...motor ...Bluetooth module)

M

CONNECTIVITY AND MEANING?

Why this concept is meaningful?
List Pro & Cons in an objective way
Does connectivity add value?

IN A SENTENCE, THIS CONCEPT IS UNIQUE BECAUSE ...
(PRICE RANGE -)