

SUM UP YOUR SMART-PRODUCT IDEA

Summarize your idea, then use the deck cards to reflect on it, identifying new requirements, opportunities and possible issues. When you find an interesting card, remember to check the WHAT IF questions on the back!



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*

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)

U&C

FUNCTIONS & BENCHMARKING

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

S

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)

EX

INTERACTION

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

I

TECHNOLOGIES AND COMPONENTS

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

T

CONNECTIVITY AND MEANING?

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

M

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