POL Ideation

1. What is the problem you are trying to solve? BE SPECIFIC.
   1. Where?
   2. Why?
2. Are you creating a product or an organization?
   1. What is the product?

OR

* 1. What does the organization do?

1. Who or what are you helping?
   1. WHY?
   2. HOW?
2. Is any other company or organization already helping to solve this problem?
   1. How is your idea BETTER or DIFFERENT?
3. Who do you want to sell to? OR Who do you want to join your organization?
   1. Age range
   2. Geographic location
   3. How do people buy/join?
   4. How will they be helping?
4. Why should people trust you and your company? (Experience, motivation, research)
5. What marketing strategies will you use and how?
6. What is your company name?
   1. Why does that name matter?
   2. How will people remember this name and therefore your company?
7. What are your initial logo or slogan ideas?
8. Why should people care about what you’re doing?

Presentation:

How did you use the Design Process to formulate this idea?