

Ideation: Conceiving All Possible Solutions

Concept Development Process

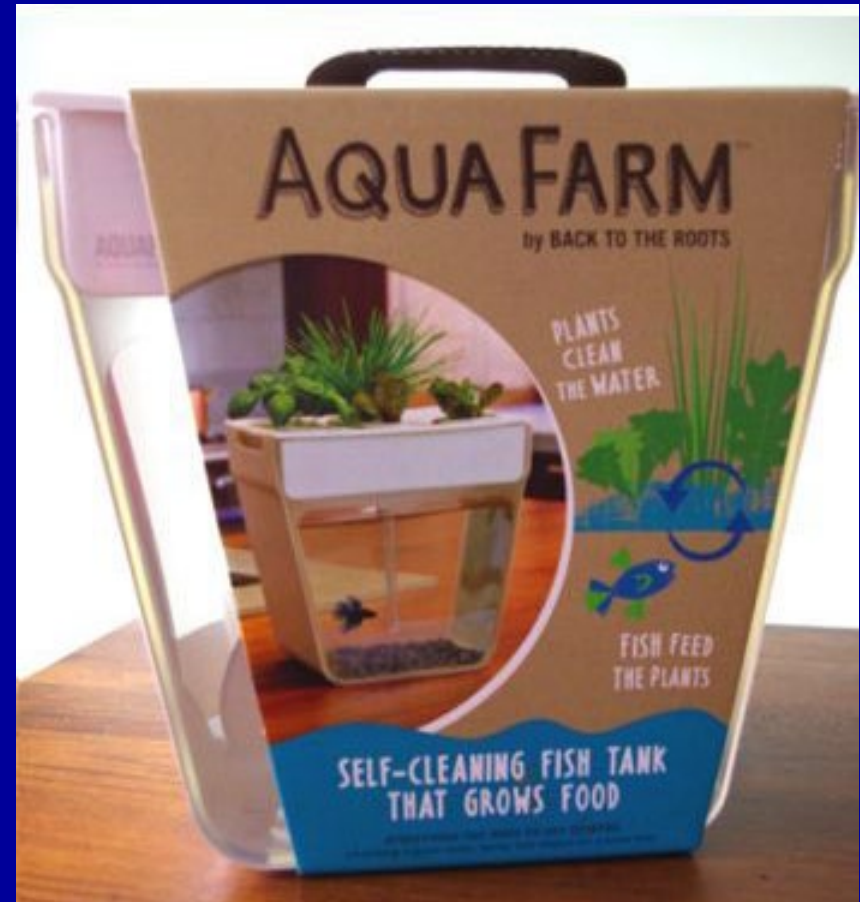
- A. Choosing a Real Problem to Address
- B. Surveying to Verify a Market Exists for a Solution
- C. Ideation: Conceiving All Possible Solutions

Inspiration for Solutions

- ◆ Bookstores – Best Nonfiction sellers
- ◆ Wired.com
- ◆ Facebook / Twitter / YouTube (What's trending?)
- ◆ Kickstarter.com

What Problems Did the
Following Solutions Address?

Food Products





Kitchen Gadgets



Work-Related Aids



Work-Related Aids



Household Products



Household Products



Nanny Cam built into a phone Charger

Electronics



