

Screening Ideas Workflow

Your First Name: _____ Period: _____ Team: _____

Modules > Idea generation and screening > Screening and selecting ideas >

Idea Title: a 1- 5 word title for your App idea, something to call it.

Problem Statement:

Document your Problem (Idea) - This statement should be no more than two sentences and provide a clear focus on the App problem & idea while doing research.

1) What would your granny do? It is important to consider how your problem is currently being solved without the use of web, mobile or social applications or the use of modern technology more broadly. Consider how folks solved this problem before computer devices.

Task:

- a) Think about how your granny would solve your problem idea, assuming that she doesn't have a smartphone, rarely uses the Internet or might even be scared of computers. Is it pen or paper? Is she going somewhere in person? Using her memory?
- b) Outline the steps it takes for your granny to solve the problem. How would technology make this process easier, faster, more efficient etc? Could you offer a new solution all together?

Screening Ideas Workflow

2) Screening Your Ideas: Idea screening will allow you to quickly evaluate your initial ideas and eliminate any unsuitable ideas before you put time and resources into them.

Task:

a) Answer the following questions and score them in the table 1st before you do research and then 2nd After you do Basic Research below:

+1 for yes, - 1 for no, 0 if you really don't know.

b) Compare your results with your group to see how other ideas ranked.

Question	Why ask this question?	Score:	1 st	2 nd
Will your app be different to anything else out there?	Revolutionary products are usually more interesting to investors but can be very challenging to build and bring to market. Evolutionary products can differentiate themselves from similar products in many ways such as: cool design, new features, quality, pricing or distribution			
Will your app appeal to a specific audience?	Developing products for a well-defined target audience is often easier, faster & cheaper than building a mass market product.			
Do you know why someone would choose your product over comparable products?	You should be able to point to 1-3 features that would benefit your users			
Will your app compete in an established market?	Establishing a new market can reap huge-rewards but is difficult, time consuming & expensive. The existence of competitive products can be a sign that a market is established (no place for another app)			
Are you really, really excited by your app idea?	Developing new products is a long and challenging process, if you're not really, really excited by an idea now, move on. If you are, the rewards will be all the greater.			
		TOTAL:		

NOTE: There is no right or wrong answer, and it's not necessarily highest score wins, this exercise is to help your team highlight the key issues with initial ideas and better reach a decision

3) Looking at current solutions – Basic Research: look at what solutions are already out there to make sure you are not re-inventing the wheel or focusing on an area where many people have failed already for good reasons. You can learn and get ideas from similar apps are already available.

Task:

a) Basic Research: For your idea above, try and find related apps that are already available on the market or on the Internet. To start search for your idea or problem area on:

Mobile app stores

- Android market place: Google Play store at <http://play.google.com/store>
- Amazon.com Apps for Android – has web demo's for some apps
http://www.amazon.com/mobile-apps/b/ref=topnav_storetab_mas?ie=UTF8&node=2350149011

Tip: Use the categories tab to narrow down your search or use keywords linked to your problem



Screening Ideas Workflow

Internet search

- Try an online key word search with the word “App” to find those that address your problem. These will also turn up iPhone Apps for you to consider.

Record your finding by considering the following questions:

- 1) How many apps or web pages are related to your idea?
- 2) For mobile apps: what functions of the smartphone does an app use?
- 3) For social apps: how social is the app?
- 4) **Who do you think is the target audience for this app (e.g. age, gender, demographic)?** Customer reviews might give you an idea.
- 5) **What need does this app meet for the audience?**
- 6) What is the price of the app? Or is it fully or partially free? How do others profit by it?
- 7) What is the total number of downloads?
- 8) What are the reviews like (average rating/total number)? (See Tip below)

Great Tip: You can often find opportunities for improvement by reading the customer reviews. Also when you have many unsatisfied customers, but a huge number of downloads it might give you a good indication that a burning need of users is currently not being addressed well.

Write Down 3-5 Key Observations include at least one about:

1. Who are the specific target audiences (what kind of people use it?)
2. Is there opportunities for your App in this Marketplace among the existing Apps?
3. What are the major benefit or user need for similar Apps? Do you have a better Solution?

b) With your group, Discuss your findings with your team members. Ask questions such as ‘does it seem good value’, ‘is there scope for improvement’ and ‘does it meet all of the user’s real needs? Make sure to record these findings along with any potential problems as well as opportunities found in your research in the next step. Record any additional insights here:

Screening Ideas Workflow

4) Summarizing & Taking your Ideas Further: The Screening process should have now helped you to identify areas of your idea that you need to understand more before you start designing and building your product for users. During the next phase, Scoping, you will research those areas in depth, but you can summarize what you’ve learnt so far from your work undertaken in the screening phase to make sure you can address emerging issues.

In general you will be conducting your scoping across three areas:

1. The market – which are your competitors and alternative solutions?
2. The user – who is your target audience and what are their needs?
3. The solution – what’s the best technical solution way to solve the problem? Is it feasible and where will the data come from?

Task:

a) Using the table below note down what you’ve learnt so far about your chosen ideas

b) Then quickly score each of these areas for each of your chosen ideas:

- 1 = low priority
- 2 = med priority
- 3 = high priority

Idea Title:	What have you learnt?	Priority 1-3
	Who are your Users?	
	Who are your competitors?	
	How will you solve the problem? Technically? With Data?	
	Total:	

5) Pick the Best Ideas to take further: With your team, compare your results with your team and determine 2 or 3 ideas to investigate based considering today’s work and scores. We will start scoping these next week to further understand & develop them



Screening Ideas Workflow

Prioritize your Team's ideas, mark the top 2 ideas clearly and place these work sheets in the front of your Team Folder, ordered most viable idea to least viable.