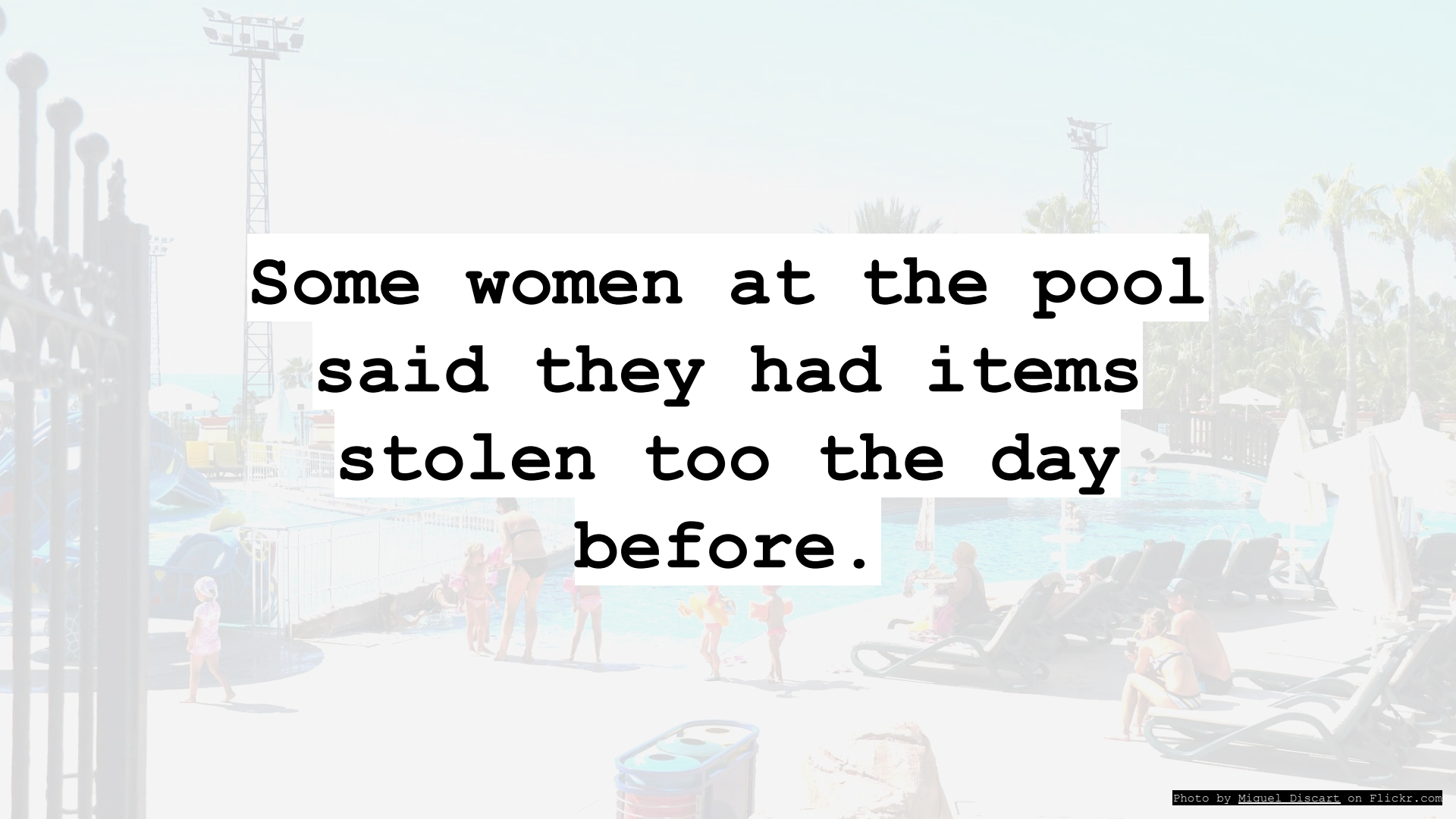
Need a product idea?

Start with a problem.

By
Noah Wheeler

Two friends went to a resort pool and lost $1000s in valuables that they left at their beach chairs.
Photo by Florencia Potter on Unsplash


Some women at the pool said they had items stolen too the day before.
Photo by Miquel Discart on Flickr.com

Maybe others also had this problem?

So, they built something to solve the problem!

aqua
vault
SHARK TANK
CNBC

They received $75k from Daymond John

Aquavault reports to have >$1M in Sales

- bizjournals.com

How does your team come up with product ideas?

Photo by Austin Chan on Unsplash

Hi! I am Noah Wheeler

Simple Interact

VP, Product

Ph.D.,
Experimental
Psychology

Outdoor
enthusiast

GOAL FOR TODAY: Discuss why and how to use a problem focused approach to new product ideas.

Photo by Xtra, Inc. on Unsplash

Why not a solution focus?

Step 1: Find a domain which might need problem solving

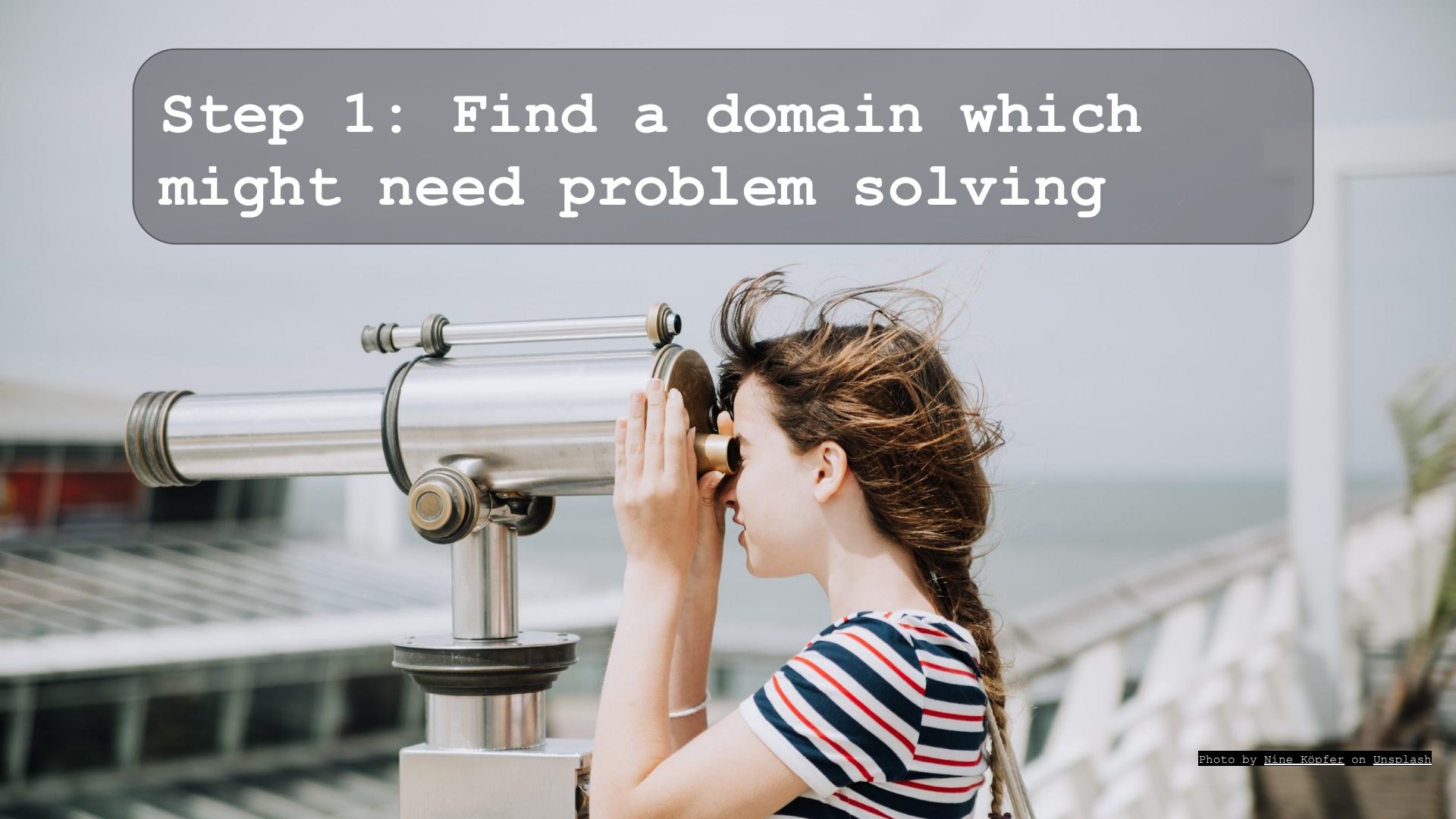


Photo by Nine Köpfer on Unsplash

Photo by Toa Heftiba on Unsplash

Photo by NeONBRAND on Unsplash

Step 3: Observe them performing task related to the challenges uncovered through interviews.

Step 4: Identify a problem which is:

A. Easy to describe

B. Causing significant challenges

C. So serious people are willing to pay to have it solved

Step 5: Brainstorm as many potential solutions to the problem

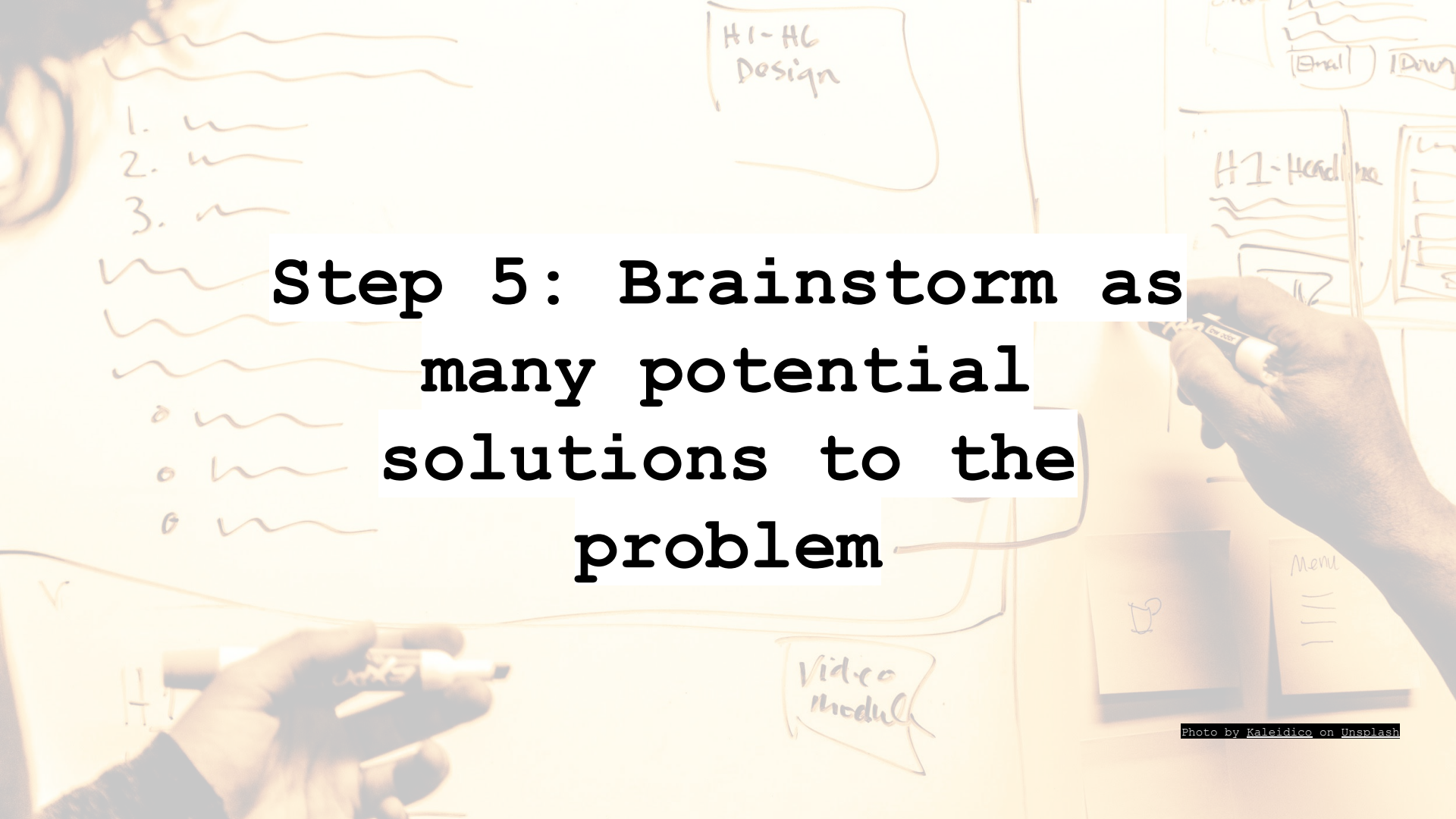
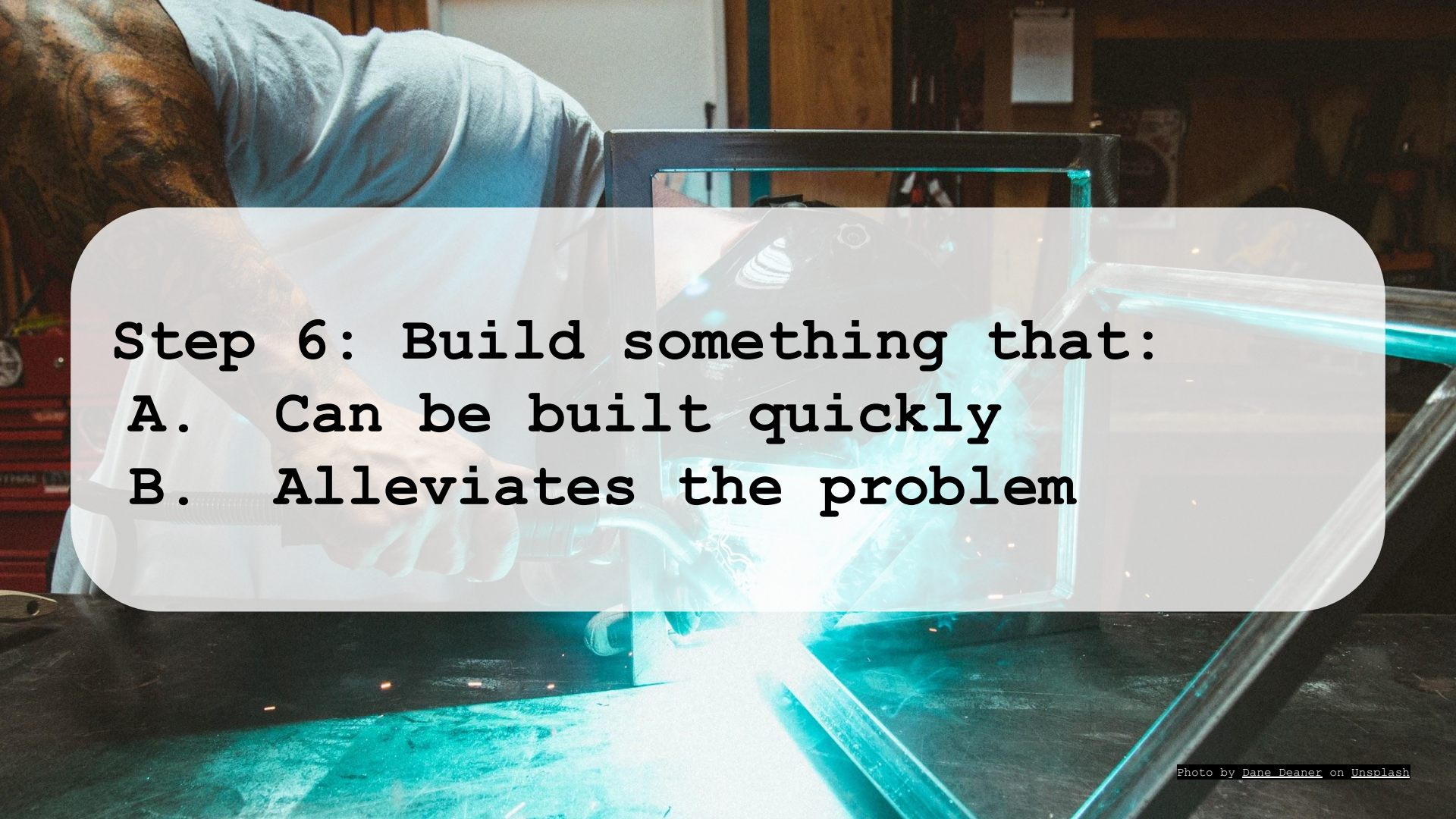


Photo by Kaleidico on Unsplash



Step 6: Build something that:

A. Can be built quickly

B. Alleviates the problem

Photo by Dane Deaner on Unsplash

Step 7: Repeat!

Photo by Freddy Marschall on Unsplash

This is not the only way!

A. Just lucky guesses e.g., Flickr.com

B. Products that the builder needs e.g., Patagonia

C. Products that the competition has e.g., Facebook stories

Photo by Morvanic Lee on Unsplash