


Need a product idea?

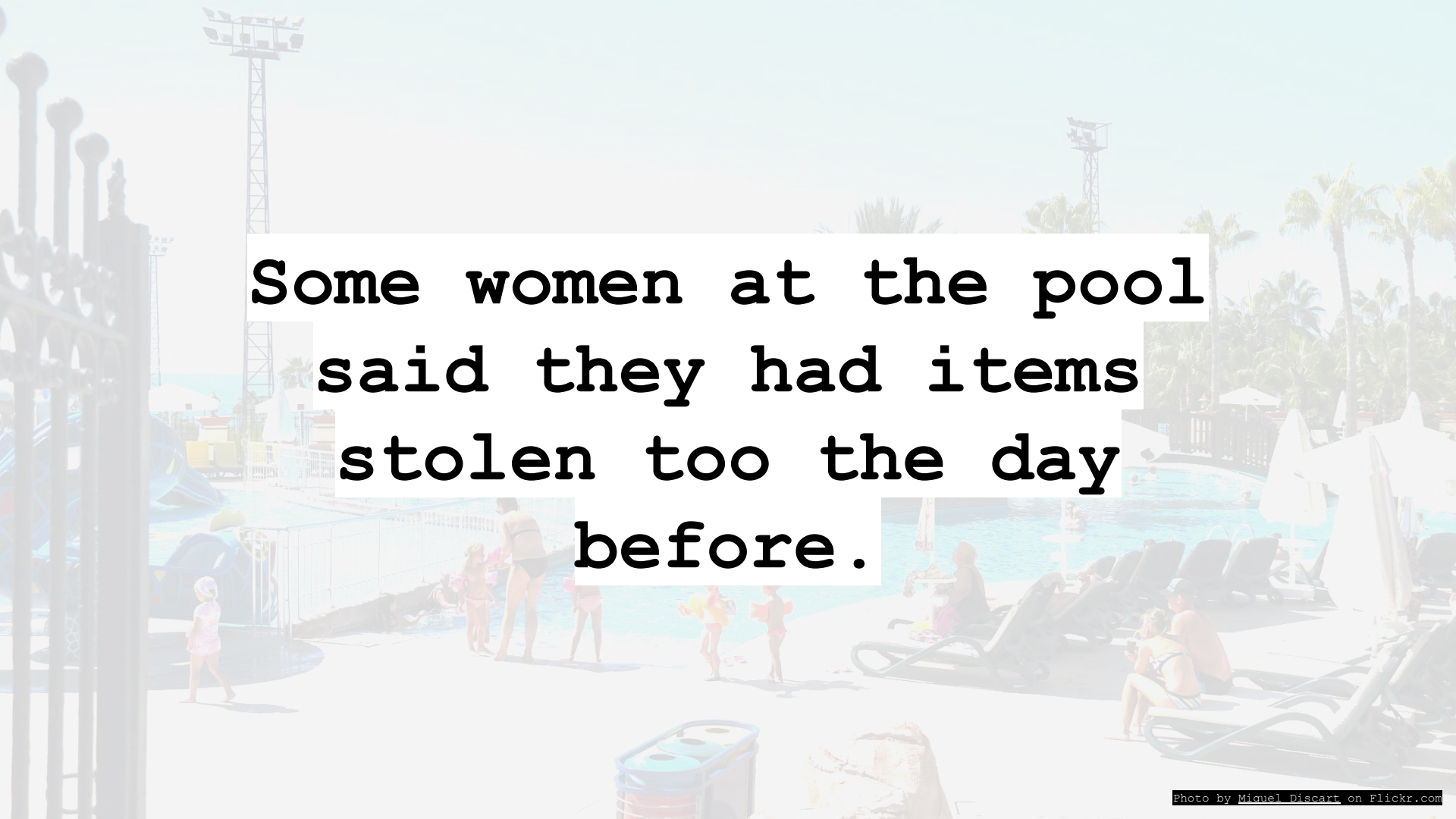
Start with
a problem.

By
Noah Wheeler



A close-up, low-angle shot of a beach chair's metal frame and a colorful, striped fabric seat. The stripes are in shades of red, yellow, and blue. The background is a clear, bright blue sky. In the blurred background, other beach chairs and people can be seen, suggesting a busy beach or resort setting.

Two friends went to a
resort pool and lost
\$1000s in valuables
that they left at
their beach chairs.



**Some women at the pool
said they had items
stolen too the day
before.**

Maybe others
also had this
problem?


So, they
built
something to
solve the
problem!







**They
received
\$75k from
Daymond
John**

A person is seen from behind, using an Aquavault water bottle on a treadmill in a gym. The gym has large windows overlooking a city and water. The text is overlaid on the image.

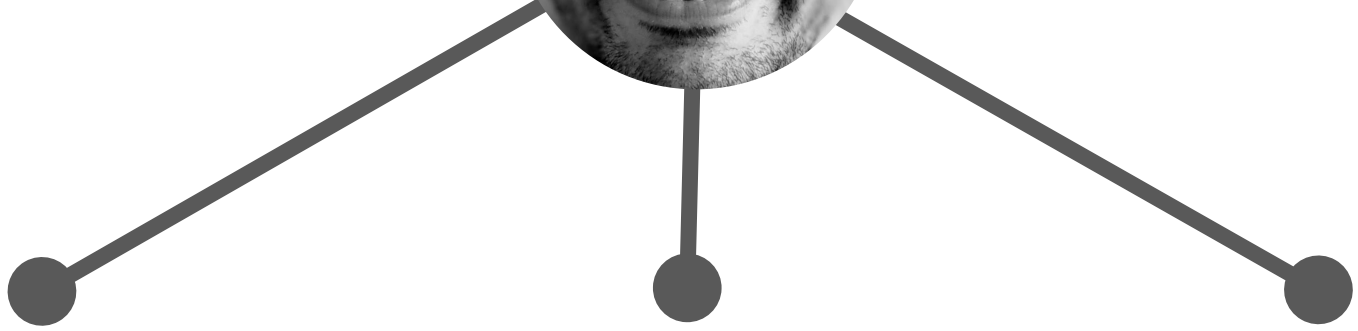
Aquavault reports to have >\$1M in Sales

- bizjournals.com

THIS IS
THE SIGN
YOU'VE BEEN
LOOKING FOR

How does your
team come up
with product
ideas?

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.



Why not a solution focus?

The image shows a screenshot of the Facebook page for 'ShirtShop BETA'. The page header includes the Facebook logo and navigation links: Home, Profile, Friends, and Inbox. The user's name, Richard Doty, and a 'Settings' link are visible in the top right. The profile picture is a red t-shirt with a lightning bolt design. The page title is 'ShirtShop BETA' with the tagline 'A Place to Shop, Design, and Market T-shirts'. There are links for 'Studio', 'Store', 'Terms', and 'Help'. A search bar is set to 'Animals' with a 'Search' button. Two prominent blue buttons are labeled 'Design a Shirt' and 'How ShirtShop'. Below the navigation is a section for 'Most Popular | Recently Created' displaying a grid of 8 custom T-shirt designs. The first row shows four shirts: one with a cartoon character, one with a woman's face, one with a man's face, and one with a blue car. Each shirt in the first row is priced at \$15. The second row shows four more shirts with various designs, including a black shirt with a group photo, a white shirt with a yellow object, a white shirt with a man's face, and a pink shirt with a postage stamp.

facebook Home Profile Friends Inbox Richard Doty Settings

ShirtShop BETA
A Place to Shop, Design, and Market T-shirts

Twitter shirt_shop

Studio Store Terms Help Items Sold

Search By Categories Animals Search Design a Shirt How ShirtShop

Most Popular | Recently Created

Displaying 1 to 13 of 118 First Prev 1 2 3 4 5

 \$ 15	 \$ 15	 \$ 15	 \$ 15
			

Step 1: Find a domain which
might need problem solving



A photograph of two women sitting in a modern office environment. The woman on the left, with blonde hair, is wearing a light-colored patterned sweater and holding an orange mug. The woman on the right, with dark hair, is wearing a dark blue top and is writing in a notebook. They are seated in a green and white armchair, with a round wooden table in front of them. The background features large windows with a brick wall outside and white radiators. A dark grey rounded rectangle is overlaid on the bottom half of the image, containing white text.

Step 2: Interview people in that domain to understand challenges they face.



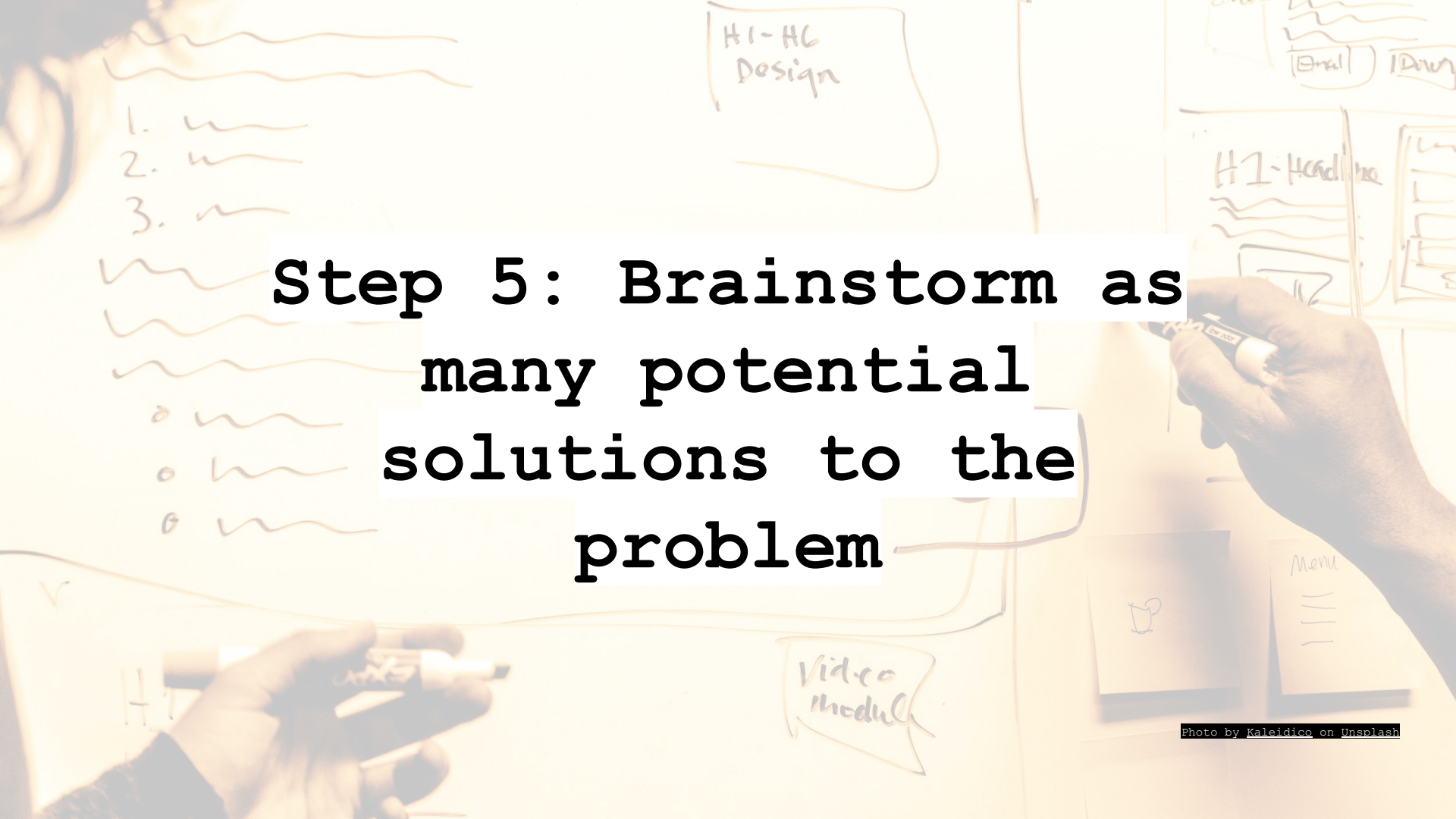
**Step 3:
Observe them
performing
task related
to the
challenges
uncovered
through
interviews.**

Step 4: Identify a problem which is:

A. Easy to describe

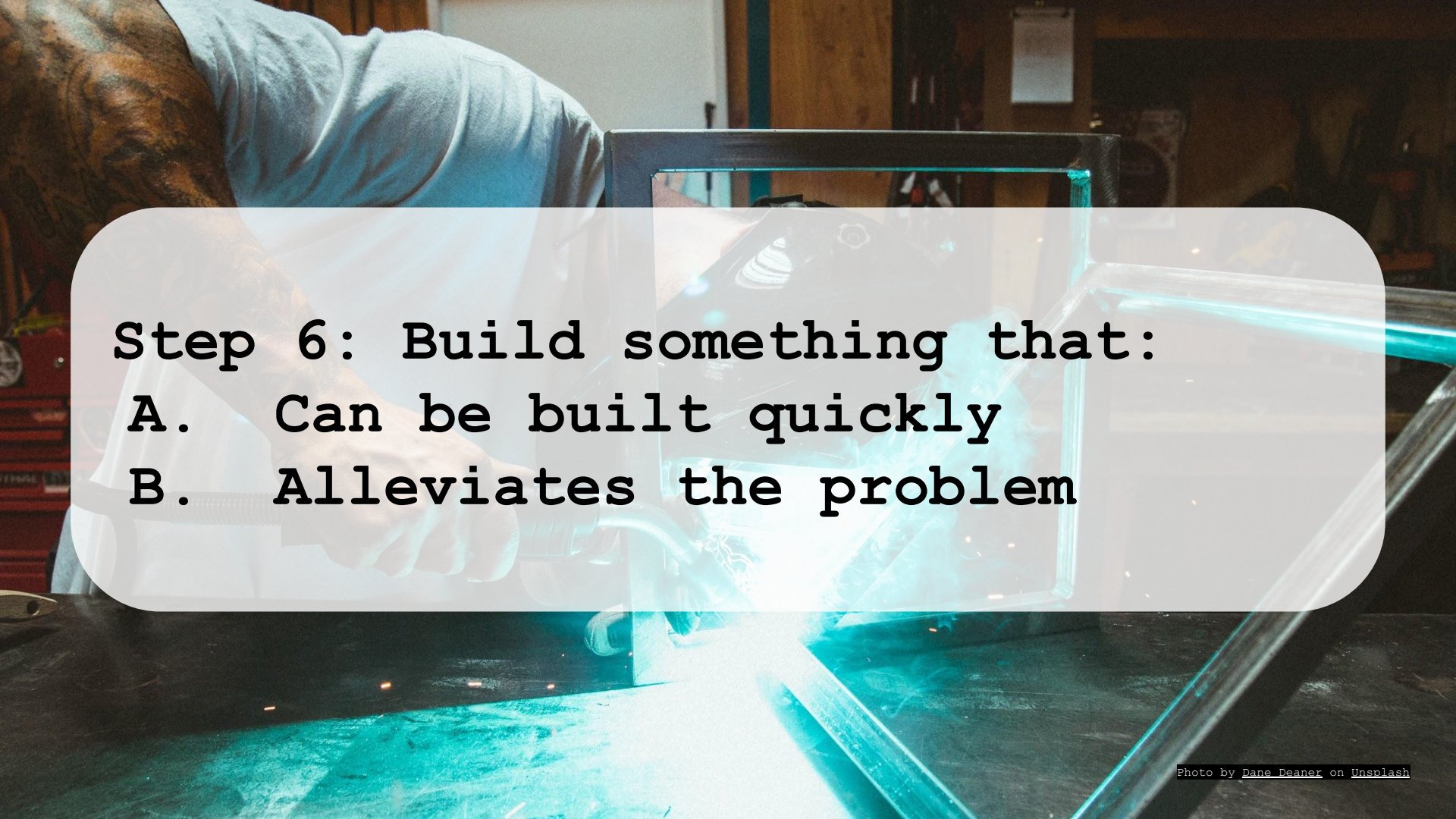
B. Causing significant challenges

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



Step 5: Brainstorm as many potential solutions to the problem

The background image shows a whiteboard with a hand-drawn mind map. The central node is a white box containing the text 'Step 5: Brainstorm as many potential solutions to the problem'. Branching out from this central node are several other nodes and lines. One branch leads to a box labeled 'H1-H6 Design'. Another branch leads to a box labeled 'H1-Headline'. A third branch leads to a box labeled 'Video module'. There are also several boxes with wavy lines, some labeled 'Email' and 'Down'. A hand is visible on the right side of the whiteboard, holding a white marker and pointing towards the 'H1-Headline' box. Another hand is visible on the left side, holding a white marker. The overall scene is a brainstorming session in progress.

A welder with a tattooed arm is working on a metal frame in a workshop. The welder is wearing a light blue t-shirt and is using a welding torch to weld the metal. The background is a workshop with various tools and equipment. The text is overlaid on a semi-transparent white rounded rectangle.

Step 6: Build something that:
A. Can be built quickly
B. Alleviates the problem

Step 7: Repeat!



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**

Thank
you!