

Idea Exploration Guide

Idea

What is it?

What does it do?

How does it work?

What will it achieve?

What problem is it solving?

What opportunity does it create?

Why is it desirable?

People

-Who does your idea target and why?

Are there other groups who could benefit from your idea?

What value does your idea bring to this group and how?

Why would people choose your idea over others?

Implementation

What resources or people would you need to make your idea happen?

How would you share your idea with people?

How would people access/get to experience your idea?

How would you maintain standards/quality for everyone?

Things to Consider

What could make your idea difficult to pursue? How could you prepare for it?

What challenges can you see in your idea? How could you address them?