

PROJECT

# ARTICULATING YOUR IDEA A.K.A. AVOIDING BLANK STARES

DATE

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PRESENTER

LINDSAY WATT

# Today's Goal

- ✱ Introduce you to a set of tools to help you articulate your ideas for awesome products
- ✱ Your goal: get people to ask smart questions about your product ideas

# 12 Step Process

## Defining Phase

1. State your problem
2. Make sure you're not recreating the wheel
3. User stories
4. Sketch/paper prototype/  
prototype
5. Random notes
6. Get outside the building

## Refining Phase

7. Brainstorm
8. Group your thoughts
9. Functional vs. aspirational
10. Rank 'em
11. Write a really long, run on,  
extended, drawn out  
sentence
12. Whittle & iterate

# Steps 1 & 2

- \* State the problem
  - \* If you can't explain what the problem is, how can you find a solution?
- \* Don't recreate the wheel
  - \* How is your idea different from what's out there?

# Step 3: Write Some User Stories

## **STORY 3:**

**RICHARD LOVES FOOD, SPECIFICALLY COFFEE. HE'S CREATED A TOUR OF HIS FAVOURITE COFFEE SHOPS IN NYC. WHEN A USER ARRIVES AT CERTAIN LOCATIONS, THIS UNLOCKS SOME NEARBY LOCATIONS AND POINTS THAT RICHARD THOUGHT WOULD BE INTERESTING TO TOURISTS.**

## **STORY 11;**

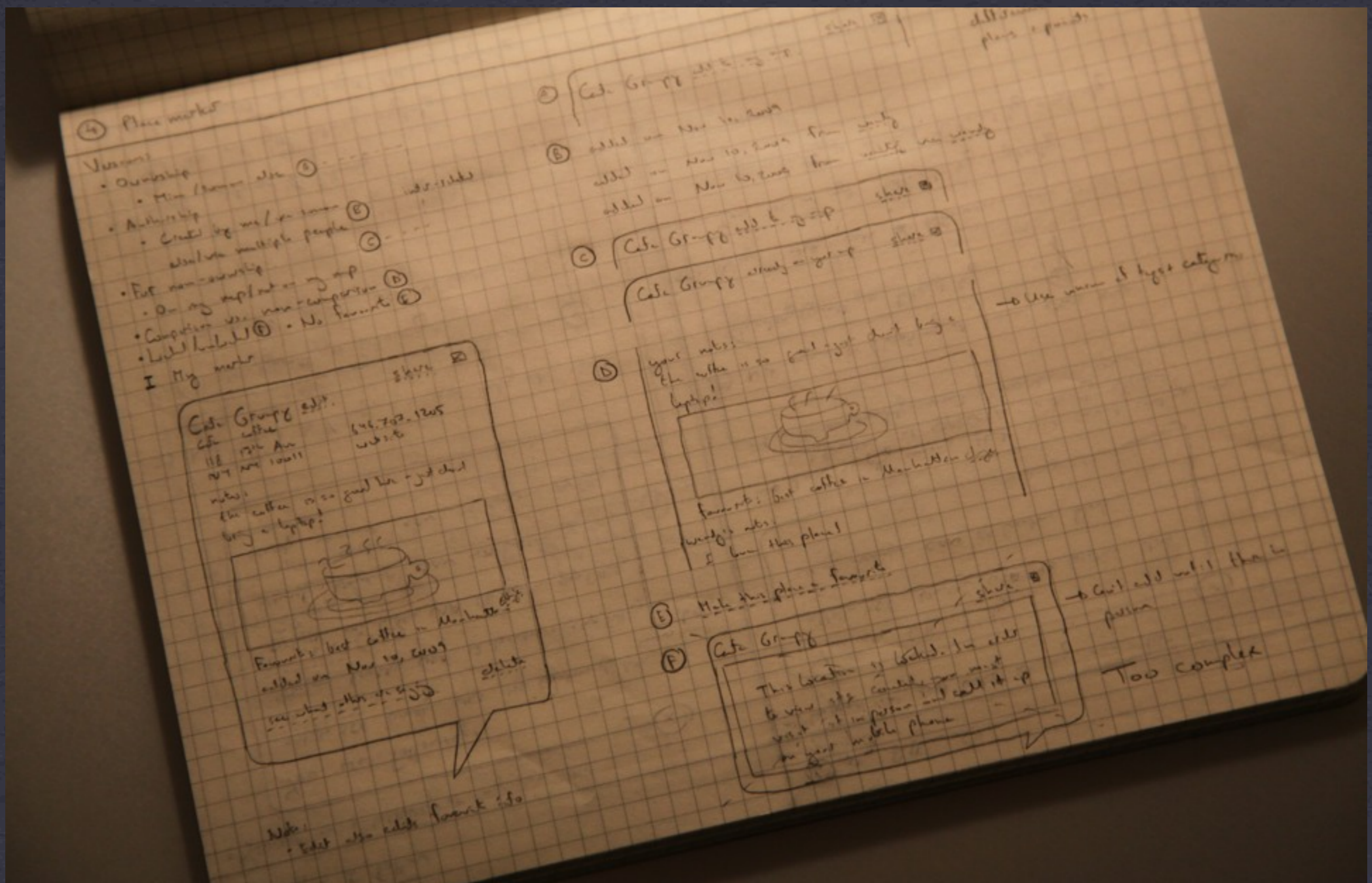
**LINDSAY WANTS TO RANDOMLY EXPLORE THE CITY. HE TURNS ON HIS PHONE AND TELLS IT TO ALERT HIM WHENEVER HE'S WITHIN 100M OF A POINT - BUT NOT A PLACE - ADDED BY ANY OF THE PEOPLE HE FOLLOWS. THROUGHOUT THE DAY HE'S BOMBARDED WITH INTERESTING TIDBITS.**

## **STORY 12:**

**WENDY WANTS TO GO SHOPPING. SHE TAKES HER PHONE AND TELLS IT TO CREATE A MAP SHOWING ALL THE STORES THAT JESS, SARAH AND MICHELLE LIKE. THEN SHE STARTS WALKING.**

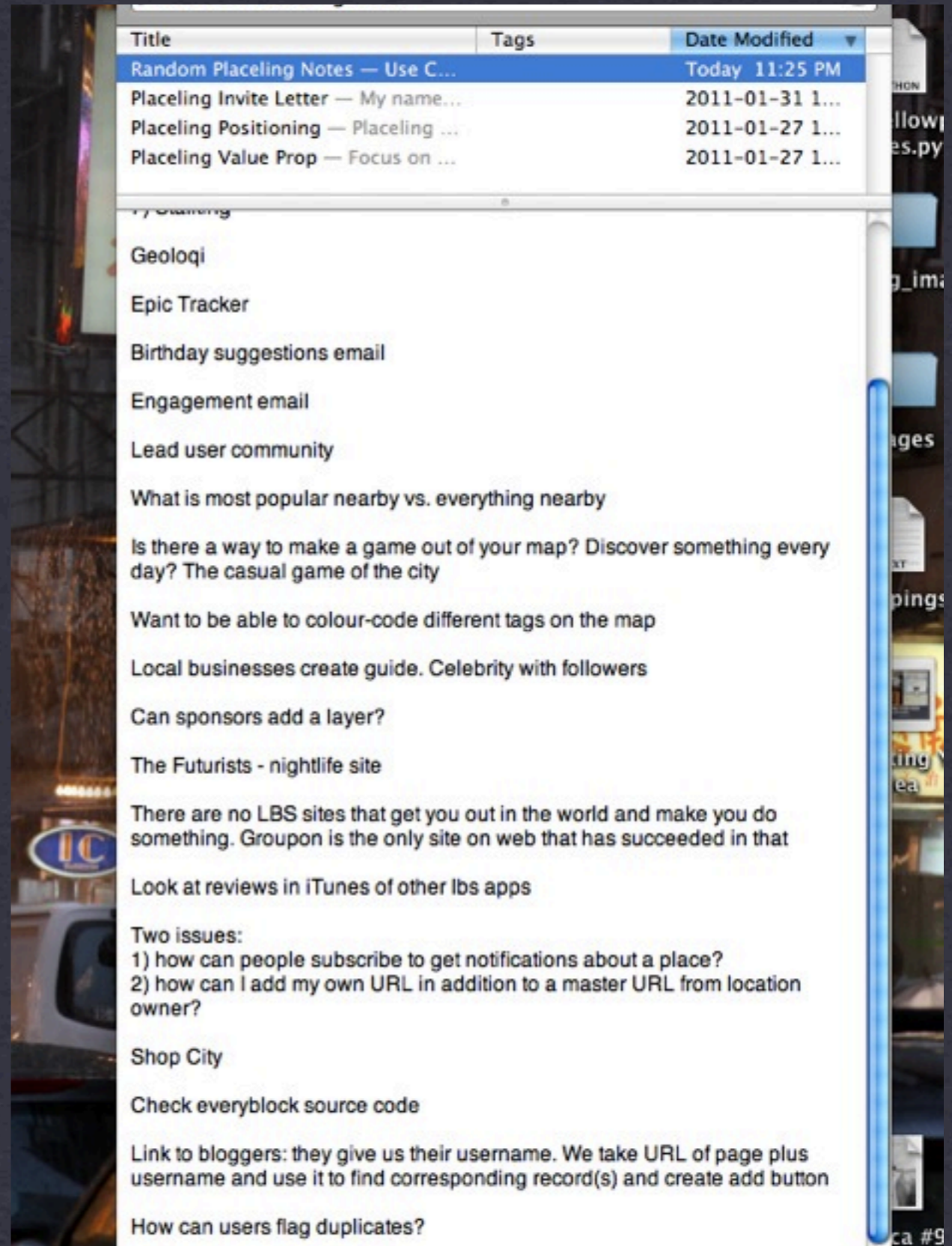
## **STORY 13:**

**LINDSAY THINKS THAT 49TH PARALLEL ROASTERS IS THE BEST COFFEE SHOP IN VANCOUVER AND MARKS IT SO. THIS APPEARS IN WENDY'S SIDETRACKED ACTIVITY FEED SO SHE COMMENTS BACK ON HOW WRONG HE IS AND INSISTS THAT IT SHOULD BE CAFE ARTIGIANO.**



# PAPER IS YOUR BEST FRIEND

IF YOU CAN'T AFFORD A PROTOTYPE, PAPER PROTOTYPE OR AT LEAST SKETCH

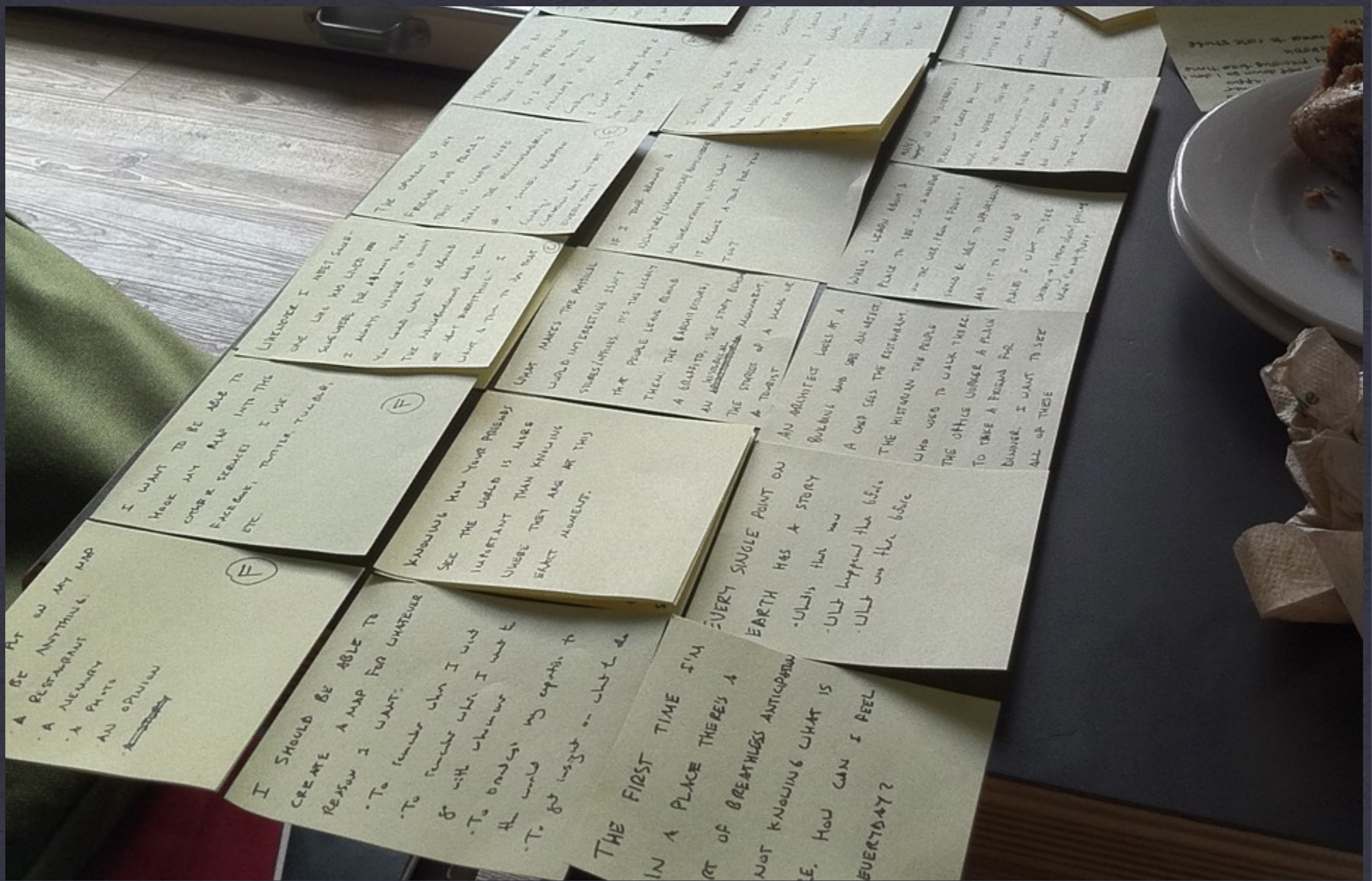


**KEEP LOTS OF NOTES**  
**DOCUMENT EVERY RANDOM THOUGHT**

# Get Outside

- \* Find people who will tell you three things:
  - \* What their problem is
  - \* What their dream solution is
  - \* Whether your raw idea might help them reach that solution
- \* Reminder: these people are not your boss





# BRAINSTORM TIME

STICKY NOTES. ONE IDEA PER SHEET. GROUP LIKE IDEAS

AT SW MY MAP  
BE ANYTHING  
RESTAURANT  
MEMORY  
PHOTO  
AN OPINION

I WANT TO BE ABLE TO  
MAKE MY MAP INTO THE  
ORDER SERVICES I USE  
FACEBOOK, TWITTER, TUBULAR,  
ETC

I SHOULD BE ABLE TO  
CREATE A MAP FOR WHATEVER  
REASON I WANT:  
• To remember who I want to  
• To remember who I want to  
• To remember who I want to  
• To remember who I want to  
• To remember who I want to  
• To remember who I want to

LIKEWHERE I MEET SOMEONE  
THE LINE HAS LIVED IN  
SOMEWHERE FOR 40 YEARS  
I ALWAYS VISIT - IT WAS  
YOU CAN USE IT AS A  
THE HISTORICAL AND THE  
AS THE HISTORICAL - I  
WHAT IS THIS TO DO THAT

KNOWING HOW YOUR FRIENDS  
SEE THE WORLD IS MORE  
IMPORTANT THAN KNOWING  
WHERE THEY ARE AT THIS  
EXACT MOMENT.

WHAT MAKES THE ACTUAL  
STORIES/PHOTOS IT'S THE LEGACY  
THE PEOPLE LEAVE BEHIND  
THEM: THE BARON ESQUERRE,  
A GARDEN, THE STORY BOOK  
AN HISTORICAL MOMENT,  
THE STORIES OF A LOCAL OF  
A TOURIST

EVERY SINGLE POINT ON  
EARTH HAS A STORY  
- What has happened there  
- What has happened there  
- What has happened there  
- What has happened there

THE FIRST TIME I'M  
IN A PLACE THERE'S A  
PART OF BREATHLESS ANTICIPATION  
NOT KNOWING WHAT IS  
A. HOW CAN I FEEL  
EVERYDAY?

THE CHANCE OF MY  
FRIENDS ARE BACK  
THEY ARE BACK  
A A JUNE HISTORY  
SOMEONE HAS TO  
SOMEONE HAS TO

IF I DON'T WANT A  
SOMEONE HAS TO  
SOMEONE HAS TO  
IT BECAUSE A THAT FOR THE  
THAT?

WHEN I LEARN ABOUT A  
PLACE TO GO - IN A MIND  
IN THE USE FOR A PLACE  
PLACE TO GO TO VISIT  
ALL IT IS A MAP OF  
PLACE I WANT TO SEE  
SOMEONE HAS TO

AN ARCHITECT LOOKS AT A  
BUILDING AND SEE AN INTEREST  
A GUY SEE THE RESTAURANT  
THE HISTORIAN THE PEOPLE  
WHO USED TO WORK THERE  
THE OFFICE WORKER A PLACE  
TO TAKE A FRIEND FOR  
DINNER. I WANT TO SEE  
ALL UP THESE



### Emotional

- Broadcast my expertise (self-expression) • keeps life fresh.
- inspirational
- Trust (There's no hidden motivation/transparency)
- I can feel closer to my friends
- I should never feel bored!
- seeing the world from other people's eyes
- Discovery (ie. parento history)
- ~~• feeling closer to my friends~~
- understanding your friends
- cities & ~~area~~ places are stories

### EMOTIONAL

- Learning about a place (ie. LES tour).

### Functionality

- Easily record places I've been & want to visit.
- You don't need to check in
- No points (0)
- No check-ins (0)
- No games (0)
- variety of location types.
- compatibility w/ other well loved sites or apps.
- narrow things down so I don't waste my precious free time
- Guidebook / tour from a trusted source.
- you don't need to rate stuff (0)

- Get your recommendations from people you consider to be experts.
- favourites
- Twitter / Delicious for locations
- Describe a point on earth in your own way. (personalization)
- continuously updated
- Evolves w/ me as my tastes change.
- Ability to send a map to anyone.
- Effortless to send a map.

**BREAK OUT IDEAS BY FUNCTIONAL VS. ASPIRATIONAL**

# RANK THE REMAINING IDEAS

## STILL SPLITTING ASPIRATIONAL VS. FUNCTIONAL

<b>Emotional</b>				
Self-expression				
Keeps life fresh				
Transparency and trust				
I can feel closer to my friends				
Seeing the world from other people's eyes				
Cities and places are stories				
<b>High</b>	<b>Medium</b>	<b>Low</b>		
Easily record places I've been and want to visit on a map	Narrow things down so I don't waste my precious free time	No points		
Variety of location types	Continuously updated	No check-ins		
Guidebook/tour from a trusted source	Favourites	No games		
Get your recommendations from people you consider to be experts	Evolves with me as my tastes change	Compatibility with other well loved sites or apps		
Describe a point on earth in your own way (personalization)		You don't need to rate stuff		
Ability to send a map to anyone				
Effortless to add to a map.				
<b>Notes</b>				
Twitter/Delicious for locations				
Youtube for data				

# Write One Sentence...

## ...And Then Edit

- \* Placeling is a website where I can easily record places I've been and want to visit on a map and share it effortlessly with others
- \* Placeling let's you see the stories behind your city and the places you visit and lets you continuously see the city afresh
- \* Placeling is a web service where I can effortlessly add anything to a map, share it with others and see how friends and people I trust see the world

# Bonus: Write Another Sentence

- \* Ideal positioning is two sentences: first functional, second aspirational
- \* *Your life will never get boring as you discover new places to explore, tailored to your interests.*

Questions?

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