

Who is it for?
(your target audience)

Does it improve everyday life?
(solve a problem/ fun/make easier)



the
**DESIGN
MUSEUM**

+

BORN TO BE

The Deutsche Bank youth
engagement programme



**Idea
summary**

Project stage:
Refining your design

What does it do?
(what is the function of your product?)

Your idea
(in one sentence)

What's already out there?
(are there similar products already?)

It's a great idea because...
(your unique selling point)

What does your target audience think?
(ask questions and test with them)

How could it be made?
(materials, manufacturing,
cost, sustainability)