

**Who is it for?**  
(Who is the target audience for your product?)

**Does it improve everyday life?**  
(does it solve a problem/make life easier/bring joy?)



## Idea summary

**Project stage:**  
Refining your design

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

**Your idea**  
(Describe your idea in one sentence.)

**What's already out there?**  
(Are there similar products already?  
How will yours stand out?)

**It's a great idea because...**  
(What is the unique selling point for your product?)

**What does your target audience think?**  
(Ask questions and test your idea with  
your target audience.)

**How will it be made?**  
(What materials and manufacturing process  
will you use? How much will it cost?)