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?)

DESIGN VENTURA 2023—24

the DESIGN MUSEUM
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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
(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?)