



# Worksheet 4: Turning an idea into a reality

The journey of turning an idea into a reality - a process often described as 'product development' is not always the same but below is an example order in which these activities occur. Do any of these activities seem familiar?

- **Discovering a problem & definition:** Think about a problem first
- **Idea generation:** coming up with ideas for a solution.
- **Design & development:** think about how the idea might work/what it would look like
- **Research iteration:** Validate your idea through market research, e.g. what other solutions already exist, ask the intended user what they think of your idea. Be prepared to iterate (change the idea following feedback)
- **Prototype:** create a mockup of your solution/idea.
- **Business case:** Think about costing, planning, scheduling.
- **Marketing:** Think about how you will let others know about your solution - how can you reach them?
- **Analysis:** Think about you could know if its working and its successful - and again be prepared to continue to develop/iterate the solution!

## Your challenge

*How can you use technology to create an app, product or service that will make the world a better place, enabling people to Live Better, Live Longer, Live Greener and Live Together?*

### Living Better

There have been huge leaps and bounds in technology and medicine to help us live healthier lives, but that we are also faced with ongoing health challenges, these can be both physical and mental.

### Live Greener

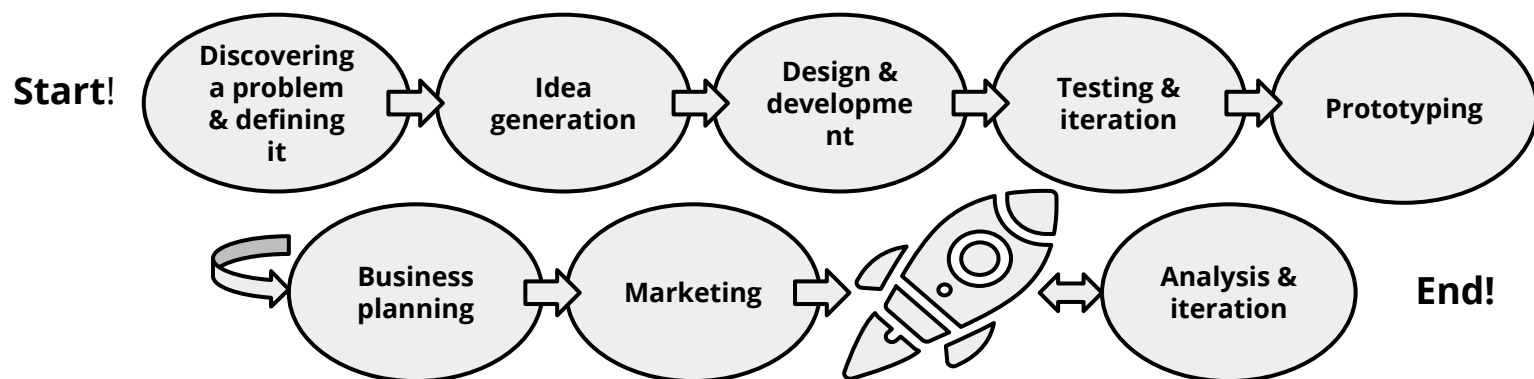
It is becoming increasingly important to transform the way we live to reduce our negative impacts on the environment, including challenges like pollution and climate change. .

### Living Longer

We are living longer than ever. But as we get older, our needs change, with challenges around mobility and isolation, re-skilling, and access to care.

### Living Together

We are presented with more and more options that can help us move about, access vital services and supplies and stay connected to each other however these may also have negative consequences, such as impact on our environment and mental health.



**1. What do you think you would need to create your idea?**

*Tip: think about what materials, technology, data and information you might need!*

- 
- 
- 
- 

**2. How will you let people know about your idea?**

*Tip: think about ways your could promote your idea.*

- 
- 
- 
- 

**3. How will you know that your idea works?**

*Tip: think about ways you could measure if your idea is working.*

- 
- 
- 
- 

**4. What do you think should be considered in a business plan?**

*Tip: Think about who your idea is it aimed at and why would they want to use it?*  
*Will it cost to use it?*

- 
- 
- 
-