NGT Application Questions Definitions

1) **Identify the problem or opportunity your product will be developing a solution for.**

   Who-Who does the problem affect? Specific groups, organizations, customers, etc.

   What-What are the boundaries of the problem, e.g. organizational, work flow, geographic, customer, segments, etc. -What is the issue? -What is the impact of the issue? -What impact is the issue causing? -What will happen when it is fixed? What would happen if we didn't solve the problem? When-When does the issue occur?

   When – When does it need to be fixed?

   Where-Where is the issue occurring? Only in certain locations, processes, products, etc.

   Why-Why is it important that we fix the problem? -What impact does it have on the business or customer? -What impact does it have on all stakeholders, e.g. customers, suppliers, etc. Your problem statement should be solvable. That is, it should take a reasonable amount of time to formulate & try to deploy a potential solution.

2) **Identify your project's goals and objectives.**

   Goals and objectives are statements that describe what the project will accomplish and the value the project will achieve. The goal should reference the benefit in terms of cost, speed and / or quality. It needs to be SMART; Specific, Measurable, Attainable, /Achievable, realistic & Time-bound

3) **Identify the product features included in your project.**

   What type of product is it; Mobile app, Game, Virtual Reality, Website, etc.?
   What are the features? How will the customer be using your product?

4) **Identify who your product is intended for (geographic, demographic, psychographic, etc**.)

   Who is your targeted customer? Location, type of person, interests or activities of a person, etc.

5) **Can this product be utilized or complimented with other products, services and/or industries?**

   Are there other products and/or services that could use or integrate with your product? Is the data from your product useful for any other purposes?

6) **How does your product satisfy your customer's needs?**
   What is the purpose of your product and how will it delight your customer?

NGT Application Questions Example

1) Identify the problem or opportunity your product will be developing a solution for.

Who: Our target audience is group organizers. They will be purchasing the product for their events. The stakeholders are all the people involved in the group.

What: Group attendance tracking is a mess. It can eat up a lot of the limited time these activities have and slow down the management team. If fixed, members will be much happier that they no longer have to wait in long lines, and the management team will save valuable because they no longer have to manually transfer attendance after the meeting.

When: Before and after all group events.

Why: This problem needs to be solved because members and managers of groups are extremely busy. Whatever time they have, should be spent on the contents of the group, not with an attendance sheet!

2) Identify your project's goals and objectives.

Our objective is to save time and improve accuracy of attendance tracking of groups. Our project will allow members and managers to allocate time more efficiency. We will cut time for attendance tracking from 10-15 minutes to as quick as a scan!

3) Identify the product features included in your project.

Our product is a mobile app with the following features:

- *Ability for an event organizer to create groups with the capability to have as many events tied to that group as desired, i.e. FBLA, weekly meetings, presentations, etc.*
- *Groups and events will be tracked using a QR code*
- *Attendees will download app and create a user that is associated with one or multiple groups*
- *Event organizer can track all attendees and their information for each group and event*

4) **Identify who your product is intended for (geographic, demographic, psychographic, etc**.)

This product is intended for event organizers of HS after school programs. This product will start out being used in Tampa Bay but can be used Nationally and potentially globally. It eventually can be used for tracking any kind of event that needs to track attendees.

5) Can this product be utilized or complimented with other products, services and/or industries?

We plan to partner with national organizations such as FBLA and NHS to help spread our adoption, and use student ambassadors to dominate each school's clubs. From there take that initial backing and leverage into the other group settings.

6) How does your product satisfy your customer's needs?
Our product saves a lot of time for both the member and the manager of groups allowing them to get back to what matters most, their agendas!