Your idea into a web app
Turn your idea into a web app.
Design process ...
Design process ...

... but fun!
1. What do you want?

make it clear.
For ____________________________ (target group)

who ____________________________ (need)

is ______________________________ (product)

the _____________________________ (category)

that ______________________________ (core value)
For Hackers who want to be creative is rails idea the web app that captures all your ideas in a breeze.
that captures all your ideas in a breeze.

Unlike proprietary apps, it’s open source so you can hack it!

bonus points!
what's desirable?
what's desirable?

what's possible?

ask clearly.
what's desirable?

what's possible?
What’s your idea?
Make it clear with a value proposition.
Recap.

What's your idea?
Make it clear with a value proposition.

What's possible?
Ask clearly with wireframes.
Recap.

What’s your idea?
Make it clear with a value proposition.

What’s possible?
Ask clearly with wireframes.

What’s viable?
Use sitemaps to find the epicenter.
Recap.

What's your idea?
Make it clear with a value proposition.

What's possible?
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What's viable?
Use sitemaps to find the epicenter.
Prepared tutorial: "idea app"

your choice

own idea
questions?