***Capstone Project 1:***

**Choose *your* product idea:**

1. **BYOP: Bring Your Own Product idea.The four filter criteria for choosing an idea is: Desirability / Feasibility / Viability / Novelty. Novelty is about the uniqueness and newness of the idea that will be differentiating in the marketplace.**

**Expected deliverables for the Assessment :**

**Customer Interviews - list the top 5 questions, type of interview (in-person/phone/video), number of interviews, and key insights from the interview**

1. **Empathy Map (Feel, think, say, do)**
2. **Persona (Choose one or two top/typical personas)**
3. **Customer Profile & Value Map (Value Proposition Canvas)**
4. **Elements of Value of the Solution (Functional, Emotional, Social)**
5. **Solution MVP, Critical assumptions with Hypothesis, Experimentation, and key results from the experiment**