

Worksheet

What's the BIG IDEA?

AARP Foundation uses the tool below to help sketch out an idea. It's useful for both capturing the general thoughts of the idea and describing its key benefits. Using this tool can add richness and depth that will help you to build and improve upon your idea as you move forward.

<p>Describe the idea (What are the features? How does it work?)</p> <hr/> <hr/> <hr/> <hr/>	<p>Draw the idea (Craft an image of your idea that will help others visualize the product/service/process you will offer.)</p>
<p>Describe who will want this idea or who it will help (What "jobs" are they trying to get done? What do they want to be able to do?)</p> <hr/> <hr/> <hr/>	
<p>Describe why relevant audiences will love the idea (What audience pains does it relieve? What benefits will audiences get from it?)</p> <hr/> <hr/> <hr/> <hr/>	<p>Describe the idea's DNA (What elements are most critical to the idea?)</p> <hr/> <hr/> <hr/> <hr/>