

zara

Your thing, n.
A special skill or passion
that can be applied to many
products or services.

- food
- robots
- websites
- apps
- beauty products
- sports
- soccer
- netball
- lifestyle
- quick + easy food
- Trends
- Transport
- Things to make your life easier
- clothing
- drinks
- body improvements
- environmental
- housing
- pets
- restaurants
- café
- fast-food
- money
- culture
- music
- video games
- movie/TV
- stationery
- school
- work
- technology
- books
- perfume
- hair

good
brain
storming

you have a
lot of options

Nice
Brain
storming

~~Desirable~~
Desirable

People will want it
because it's healthy

Unique

It's unique because you get
every product
has something
good about it.

Value

value as it has
different things
about each
product eg.
vegan, glu-free
etc.

My product is :

A healthy bakery