

MODULE 2 WORKSHEET: CHOOSING YOUR CHALLENGE TOPIC

Remember, to find the best Challenge topic, the most important thing to do is to "start with your product" and only then think of Challenge topic ideas. Use the following questions to help you come up with the best one.

1. Describe your product:

2. Is your product a "How" or a "Tool/System" (it's not a clear cut distinction, just write how you see your product in these terms): My product is a _____.

3. If your product is a "How" product, then your Challenge should be the "What." If your product is a "Tool/System," then your Challenge should be the "How." My product is a _____ and therefore my Challenge should be a _____.

4. What do people who need your product are doing or need/want to do JUST before they realize they need your product? What preparations do they need to do? What do they need to know? What are they learning about?

5. Based on your answer in question #4 above, list 3 Challenge ideas that you can create that will fill the gap between where they are now, and where they need to be just before they need your product:

Idea #1 _____

Idea #2 _____

Idea #3 _____

6. Now consider your best ideas in terms of what we covered in Module 1: Which one will bring the most interaction in the group? Which idea leads in the most natural way to your product? Which one is the most necessary and valuable to your audience? Which one is the most fun and will keep people engaged through the duration of the Challenge? The best idea is Idea # _____.