Use this template to starburst your brainstorming session.
Here is an example of a starbursting session underway.

Who is the intended market for this app?
Who will provide technical support for the app once it’s produced?
What are the intended features of the app?
What will our profit margin be?

Why is this the right time for this specific new app?
Why would anyone want this app?
When do we want the app to come to market?
When will we start the app design process?

How will we structure the design and production process to meet our goals?
How will we conduct research to determine if there is a market for this app?
Where will we produce the app?
Where will we advertise the app?
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