TE 250: Week 7 Documenting Interview Results

Mark Karasek

mkarasek@illinois.edu

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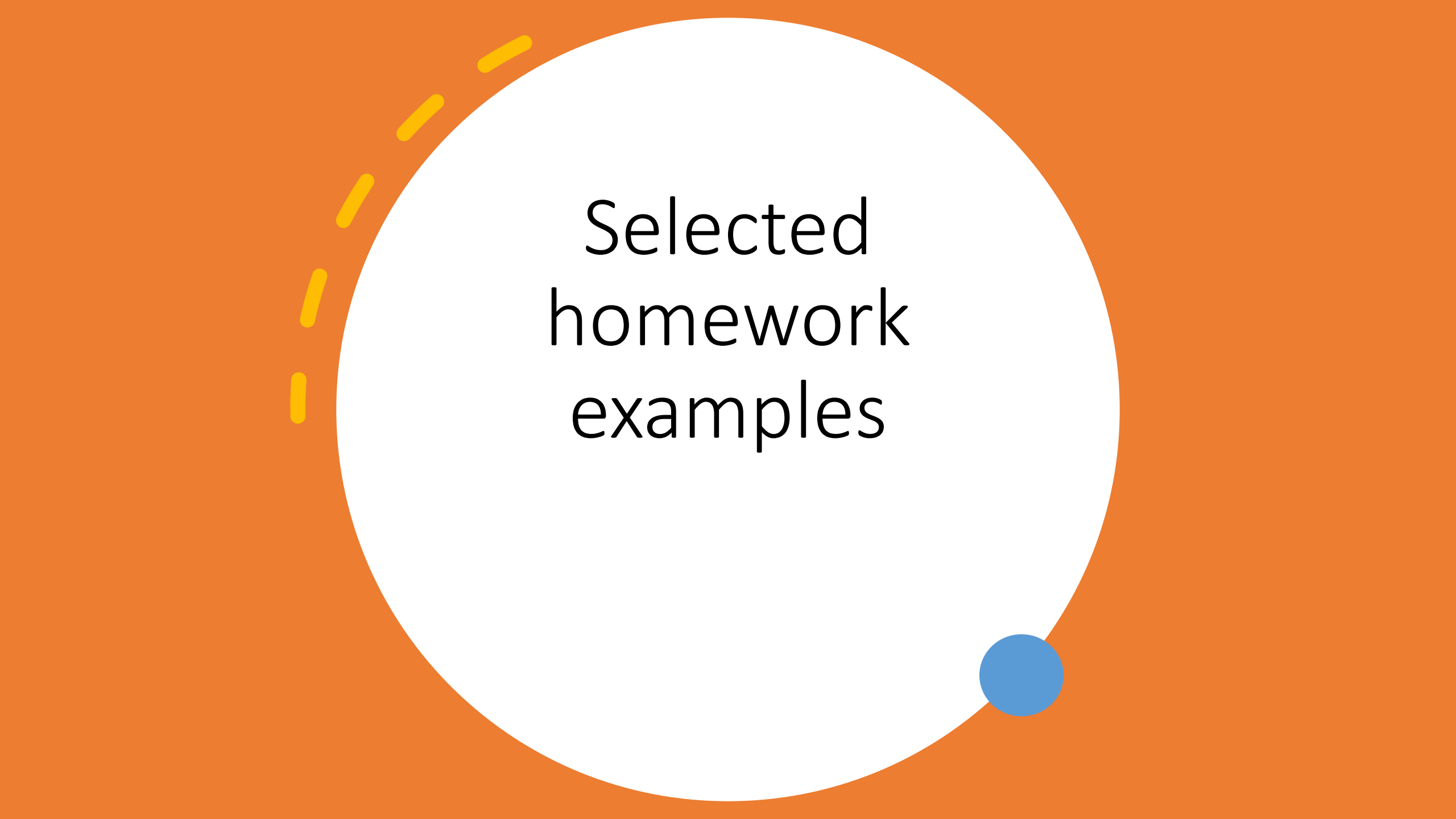
Agenda

SELECTED HOMEWORK SUBMISSIONS

ADDITIONAL CUSTOMER INTERVIEW PLAN EXAMPLES

CUSTOMER INTERVIEW TRACKING

Another pitch example

- https://www.youtube.com/watch?v=5vv8T-EDSzM
- Start at 21:00

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Selected homework examples

a. CURRENT ECOSYSTEM/MARKET UNDERSTANDING

<u>Process (Information, $'s, Product/Materials or Service):</u> typical day, steps, dependencies, flows, timing, bottlenecks, things that go smoothly, interruptions/pauses. Place in overall system/ecosystem, key equipment, important system resources.

- Question 1: Did your company think about accessibility issues while designing your website?
- Question 2: Do you know if there are any rules about making your website accessible?
- Question 3: How many people with accessibility issues do you think try to access your website?

<u>People:</u> roles, titles, interactions, key players

- Question 1: Please tell me how you developed the website for your business?
- Question 2: Did you have any issues while doing so?
- Question 3: Who makes the website related decisions in your company.

b. CURRENT HYPOTHESIS/ASSUMPTIONS TO TEST

Problem/Needs: You are trying to uncover problems that are big enough that they MUST HAVE your solution. Think about: satisfaction, dissatisfaction, problems, needs, quality, delays, excessive costs, what best performance looks like, what upsets the system?

<u>Pains</u> (with detail about magnitude and who else is affected)

- Question 1: Do you have resources available to make your website more accessible?
- Question 2: How satisfied are you with platforms such as wix or wordpress while developing websites.
- Question 3: How satisfied are you with your website in terms of accessibility specifically?

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<u>Process (Information, $'s, Product/Materials or Service):</u> typical day, steps, dependencies, flows, timing, bottlenecks, things that go smoothly, interruptions/pauses. Place in overall system/ecosystem, key equipment, important system resources.

- Question 1: How does your company keep track of team projects (i.e., Agile)?
- Question 2: When discussing problems with your company's web applications, how often is accessibility brought up?
- Question 3: When accessibility issues are brought up, how high are they ranked (i.e., high priority)?

<u>People:</u> roles, titles, interactions, key players

- Question 1: How often are meetings help to discuss issues with your web applications (i.e., when they arise, bi-weekly, etc.).
- Question 2: Who decides what are issues your team should focus on (i.e., scrum master)?

b. CURRENT HYPOTHESIS/ASSUMPTIONS TO TEST

Problem/Needs: You are trying to uncover problems that are big enough that they MUST HAVE your solution. Think about: satisfaction, dissatisfaction, problems, needs, quality, delays, excessive costs, what best performance looks like, what upsets the system?

<u>Pains</u> (with detail about magnitude and who else is affected)

- Question 1: Assume your company receives a report on your web accessibility issues, as standardized by the Web Content Accessibility Guidelines (WCAG). How long would it currently take to solve this issue (from discussing and research to test and production)?
- Question 2: How much training have developers at your company received regarding web accessibility?

a. CURRENT ECOSYSTEM/MARKET UNDERSTANDING

<u>Process (Information, $'s, Product/Materials or Service):</u> typical day, steps, dependencies, flows, timing, bottlenecks, things that go smoothly, interruptions/pauses. Place in overall system/ecosystem, key equipment, important system resources.

- Question 1: Tell me about your typical experience finding college roommates so far, how has that been for you?
- Question 2: If you could change anything about your current process of roommate search, what would be the most impactful change to you?
- Question 3: What are some current stopgaps that have been causing frustrations or confusions in your current process?

<u>People:</u> roles, titles, interactions, key players

- Question 1: Who else gets involved in the process when it comes to making decisions about your apartment living situation?
- Question 2: What social avenues have you explored in your search for a roommate?
- Question 3:

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Pains (with detail about magnitude and who else is affected)

- Question 1: Out of the internships that you apply to, how many of them get back to you with interview offers?
- Question 2: With reference to your current resume, what do you feel is lacking in it?
- Question 3: What are some of the reasons that have been given to you for not having been given an offer?
- Question 4: What do you feel about the time and money you spend in an internship search process?
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- How do they currently deal with pain?

Potential Gains (with detail about what a better system might look like)

- Question 1: Please describe what you would be looking to add to make your resume even stronger?
- Question 2: Please describe an interaction with a recruiter that you desire to have?
- Question 3: Please describe the types of skills you would like to work on to help your internship search: technical skills or soft skills and specifics of each
- Question 4: Please describe the ideal amount of time and money you would like to spend on the process
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Value Prop A: Streamlining Event Coordination Process

- Question 1: How would a solution that streamlines the event coordination process impact your workload and overa [No Title] iction?

    - Context: This question aims to understand the practical implications of a streamlined event coordination process on the individual's day-to-day responsibilities and overall job satisfaction.

- Question 2: In what specific ways do you currently experience challenges or bottlenecks in the event coordination process?

    - Context: This question helps to identify existing pain points and challenges that the streamlined solution could address, providing a basis for understanding the potential value.

- Question 3: Can you describe any instances where a more efficient event coordination process would have significantly benefited your team or organization?

    - Context: By exploring specific scenarios, this question helps connect the abstract idea of streamlining with real-world situations, bringing out potential gains and benefits.

Process (Information, $'s, Product/Materials or Service): typical day, steps, dependencies, flows, timing, bottlenecks, things that go smoothly, interruptions/pauses. Place in overall system/ecosystem, key equipment, important system resources.

- Question 1: Can you describe the typical process for organizing and hosting events on a college campus?
- Question 2: What steps would someone take to get a venue to host an event on campus?
- Question 3: Are there any notable challenges in the current event coordination process?

People: roles, titles, interactions, key players

- Question 1: Who are the key players involved in the event coordination process?
- Question 2: What roles and titles are commonly associated with organizing events on campus?
- Question 3: How do these key players interact during the event planning stages?

Dotlens example

Interview plan example

- **INTERVIEW TOPICS (you won't cover all of these in any given interview)**

- **CURRENT ECOSYSTEM/MARKET UNDERSTANDING**

- <u>Process (Information, $'s, Product/Materials or Service):</u> typical day, steps, dependencies, flows, timing, bottlenecks, things that go smoothly, interruptions/pauses. Place in overall system/ecosystem, key equipment, important system resources.

- Question 1: Tell me about your school.

- Question 2: Tell me about a typical day in your classroom.

- Question 3: Tell me about a typical lesson or lab that utilizes microscopes in the lesson.

- <u>People:</u> roles, titles, interactions, key players

- Question 1: Tell me about how your microscopes are purchased and maintained.

- Question 2: Who decides how much can be spent on microscopes? When is that decision made?

- Question 3: Who decides where to purchase microscopes?

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Interview plan example

- **CURRENT HYPOTHESIS/ASSUMPTIONS TO TEST**

- **Problem/Needs:** You are trying to uncover problems that are big enough that they MUST HAVE your solution.

- <u>Pains</u> (with detail about magnitude and who else is affected)

- Question 1: What is the hardest part of teaching a lesson that uses microscopes?

- Question 2: How often do microscopes get damaged during class?

- Question 3: What is the hardest part of maintaining and storing microscopes in your school?

- Question 4: What happens if the students can't finish their work during class because of limited supply of microscopes?

- <u>Potential Gains</u> (with detail about what a better system might look like)

- Question 1: If you could make one change to teaching lessons or labs utilizing microscopes that would have the biggest positive impact on student learning, what would it be?

Interview plan example

- **Value Proposition** Test/validate hypotheses on the value your product or service provides. When you can connect pains and gains with your value proposition statements, ONLY THEN have you figured out how to communicate the value of your product/service.

- <mark>Value Prop A: unlimited microscope availability</mark> Question 1: We have been talking to teachers like you about having enough microscopes in classroom so that each student has their own device. How do you think this might change learning outcomes?

- <mark>Value Prop A: unlimited microscope availability</mark> Question 2: How would having the ability to have microscopes for your classroom for only the time you need them impact your classroom space or layout?

- <mark>Value Prop A: unlimited microscope availability</mark> Question 3: How would eliminating microscope repair costs and hassles free up time in your schedule?

- <mark>Value Prop B: utilize smart phone for microscopy</mark> Question 1: Tell me about your students smart phone use.

- <mark>Value Prop B: utilize smart phone for microscopy</mark> Question 2: How do you incorporate technology like smart phones, tablets and the internet in your teaching plans?

- <mark>Value Prop B: utilize smart phone for microscopy</mark> Question 3: How might your teaching plans change if student had access to microscopes at home when doing their homework?

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Breakout 1 – The Bad Interview

Keep track of the mistakes you see

Tracking interview results

Customer interview tracker

- Date

- Interviewee name

- Title (mostly for B2B but not always)

- Company (mostly for B2B but not always)

- Hypothesis tested
  - Why are you interviewing this person?

Customer interview tracker

- Questions
  - Which of the questions from the interview plan did you use?
- Interview notes
  - Can be listed out or use a link to another document
- Team insights
  - What did you learn?
- Next steps?
  - New contacts to interview? New questions to ask future interviewees? Talk to this person again to clarify insights?

Customer interview tracker

#	Date	Interviewee Name	Title	Company	Hypothesis Tested	Questions	Interview Notes	Team Insights
1		Anthony	End User	student studying security	Individuals want increased access to vital information, Convenience of single point data exchange, Ownership/Control data	**Question 1:** Think of a place where you have to provide information about yourself or your family. Which place comes to mind, and why? **Question 2:** What sort of information are you asked to share? How do you go about sharing information with an organization, business or individual? **Question 3:** What do you like about that process? What do you dislike about it? **Question 4:** How do you typically file your information/records? Do you feel it's accessible? Why or why not? **Question 5:** Do you feel like your information is readily accessible to you? **Question 6:** Do you feel your personal information is safe on the internet? **Question 7:** Do you know all the ways in which your data is utilized during/ after you make a purchase? What would you change about that or keep the same? **Question 8:** Do you feel that this is a secure process? Why or why not? **Question 9:** Who is in charge of keeping vital information and documents in your house? How comfortable do you feel with that system? Why or why not?	Logical about his information storage practice, informative about what he would want out of a security system. Studies encryption and knows all about data insecurity. Would like something that was easier and more secure. Knows that everything he "puts out there" is vulnerable. Has had bank account information stolen.	He understands technology and is worri encryption and upkeep. Thinks he wou he wouldn't have to program and keep Understands risk vs reward, wants conv
2	6/14/2021	Demetrius	End User		Individuals want increased access	Q1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,17,18	Has a child and his baby's mother keeps most things, but in	An average use case scenario that has
3	6/14/2021	Gwen	End User	Day care owner	Individuals want increased access	Q1,2,3,4,5,6,7,8,9,10,11,12,14,15,16,17,18,20,21,22,23,	Gwen has a larger estate and has had to sort through the	Not super tech savvy but would pay fc
4	6/16/2021	Heather	End User	Sanitation specialist	Individuals want increased access	Q1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,23,24,	Seemed to not understand the value of having information	Although she doesn't explicitly fit our cust
6	6/13/2021	Kedesha	End User	Studying to be a nurse	Individuals want increased access	Q1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,21,	She showed a great interest in a convenient solution for dealing	As a individual in our target customer s
7	6/12/2021	Latrelle	End User	Factory worker	Individuals want increased access	Q1,2,4,5,6,7,8,9,10,11,12,13,14,15,17,18,19,20,22,23,2	His is own records now but his mom kept them for a long	His baby's mother doesn't trust him w
5	6/11/2021	Quentin	End User	Firefighter and car dealer	Individuals want increased access	Q1,2,4,5,910,11,12,13,14,15,17,18,19,20,22,23,24,25	Organized, meticulous, uses a filing cabinent and keeps all	Would be a high probablity of use based
8	6/4/2021	Autumn	End User	Stay at Home Mom	Individuals want increased access to vital information, Convenience of single point data exchange, Ownership/Control data	Q1,2,4,5,6,7,8,9,10,11,12,13,15,17,18,19,22,23,24	Showed us an app where she has to download all her child's information for school. Also keeps mdical records in their portals, etc. Would like it to be centralized in one place but can't figure out how to do that. Keeps the records for herself but her husband is more naturally organized and he made her pick up all her original vital docs.	Would like to be able to secure her fa Emotional response because it seemed divorce lost a lot her documents. Wa everything is accessible for l
9	6/4/2021	Will	End User	Ford Motor Company	Individuals want increased	Q1,2,3,4,5,6,7,8,9,10,11,13,14,15,16,18,19,20,22,2	Is very organized and makes sure he has all the necessary	He would absolutely pay for a service
10	6/16/2021	Kela	End User	Accountant	Individuals want increased	Q1,2,3,4,5,6,7,8,9,10,11,13,14,15,16,18,19,20,21,2	Organized, meticulous, uses a filing cabinent and keeps all	As someone who works within the fina
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Team 20: meUi

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Customer interview tracker

#	Date	Interviewee Name	Title	Company	Hypothesis Tested	Questions	Interview Notes	Team Insights	Next Steps
1	4/4/2021	Mark Johnson	Director of Operations	University of North Dakota	Flow of decisions in Organization especially for rennovation	Rennovation decision flow based queries as well as what is that makes you want rennovations	Decision influenced by needs of students, deans and number of maintenance requests	The decision flow is convoluted and too many influencers; It is burecratic	Figure out the flow of decisions and its impactors
2	4/4/2021	Brian Larson	Director of Construction Management	University of North Dakota	Department has trouble justifying Rennovations & importance of energy audits	Questions regarding his choice for ordering rennovations and motivations and pains	He orders rennovations based on operations and dispatch numbers as well as annual checks on buildings. What he wants to achieve is idealistic and yet also realistic in some degree (lower emissions and make stuff safer). Pains is the whole process is intrusive and long with too many venodrs.	Rather than actual energy savings, he really would like a solution that remove obstacles in project execution	How to remove these obstacles and better help him do his job
3	4/					Queries about the energy consumption of the	The energy costs arent high due to local heating sources		...re ...o offer for
4	4/								...gs audits ...to the
5	4/10/2021	Russell Jhonson	CEO	RJ enrgy Solutions	Energy audit sytem	like for a veteran like him and what the customers want	Images for numbers and most operations are internal. Hard to do roofs	than anything and often time just showing people leaks are enough	...hey need and what will influence them to go for a solution like Tau Drones
6	4/11/2021	Michael Ellingson	Director Facilties Mangement	North Dakota State University	Need for energy audits and justification system	What is the process of enabling refurbishments and rennovations	Emphasized that a study to say what is the solution to energy leaks, especially replacments to parts is important. System same as University of North Dakota for decisions	From a director's perspective, he wants to show justify rennovations more than anyone due to university pressure. However state legislations need approvals for major changes. Justifications is hard to come by	Verify these results with non-university instituions
7	4/14/2021	Micael Bergeron	CFO	Ralph Engelstead Arena	Role of energy and importance of decision making to cut OPEX for large venues	Questions regarding energy usage in large venues? Decision-making for renovation	Inetrested in always cutting costs	The process for large stadiums more streamlined than instituions despite being affiliated to instituions. They are more intrested in energy saving visuals than budget justifications	Hirarchy of decisions in large venues
8	4/14/2021	Brian Tande	Dean of Engineering	University of North Dakota	Scope of schools in improvement of buildings and overall atmosphere of state towards it	Questions about the need of technical progress in energy audits and its real-time resception. Few questions of how he uses his influence to make rennovations for his in-charge buildings	Federally interested, lots of grants available now from many levels. Thus is important to go in a reap rewards is basic response	Deans play a role of influencer on Facilties Management. However not significant. Application for state and federal grants is now because of recent budgetary allocations	Research grants applicable

Very concise and clean way of capturing insights - to the point!
Note that answers to specific questions allow an inference of whether the hypothesis is true or false, new insights, inferences and hypotheses.

Team 21: Tau Drones

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Customer interview tracker

Interview Notes	Team Insights
Her success is defined by better communication with other departments. There is not a lot of praise for her work, despite her defining her job as "the face of the museum."	If we can find a way for museum staff to be celebrated for their unique contributions this could be a possible added benefit.
Development departments are too siloed and not everyone within the department knows what's actually going on. There is not enough communication internally in the museum for her to feel capable of success. There is also not a lot of praise for her work.	If we can integrate our system into their on donor management software, they may be more likely to appreciate the data.
Uses the Argus database	They find their donors randomly or through referalls which they acknowledge leads towards less diversity in donors

New hypothesis?

New hypothesis?

Great inference!

Team 24: Budget Collector

Breakout 2 – Creating a customer interview plan

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Snackpass

Snackpass is a mobile platform for Takeout ordering that has won the hearts (and stomachs) of college students around the country with it's Gen Z resonating, viral social features. At its core, Snackpass offers users a mobile platform to pre-order Takeout at local restaurants–with no menu markups or added fees. Orders on the platform allow the original user to earn reward points (i.e. towards free or discounted food) on their digital punch card, but ALSO gift points to another friend in their network for use at that same restaurant. The result is a strong viral effect where users are incentivized to be ordering takeout on the same platform to help each other earn rewards quicker. On top of this gifting feature, Snackpass has layered a Venmo-like social feed where users can see gifting activity in their network, which has been incredibly well embedded into the social fabric of college campuses. This social transparency and social currency has made Snackpass instantly viral on campuses both online and in-stores as you can see in their Careers page.

Value Proposition Statement

For: College students living in college towns

Who: Enjoy connecting with friends through food

We provide: Social networking + ordering app

That: Share what you're eating, see what friends are eating, get rewards, send food to friends

Unlike: UberEats, Grubhub and DoorDash

Who: Connect restaurants, consumers and delivery people

Our company: Provides social features

That: Lets our users connect with friends and allows restaurants to benefit from virality

Customer Interview Plan Breakout

- Who would you interview?

- What questions would you ask to understand how they view their current options for ordering food?

- What questions would you ask to understand if they think eating is a social activity.

- What questions would you ask to understand if they are satisfied with current solution for connecting with friends through food?

Breakout 3 – Creating a common team interview plan

Use the Google form link on the Canvas page under Week 7 Breakout

Getting ready for Week 8

Online Attendance is mandatory

Students will assess peer teams

Team Assignment: Midterm presentation

Each team will give a 5 – 7 minute (max) presentation in Week 8.

- The presentation should cover:
  - 1. Problem Statement Canvas
  - 2. Value Proposition Canvas (right side)
  - 3. Target Customer Segment(s) hypothesis
  - 4. Stakeholder map
  - 5. Interview Plan and Tracker.

- The team can break up the material or you can elect one or two individuals to deliver everything.

- You may include any additional information that you feel is relevant.

- You MUST be concise since timing is limited and you will be cut off if you run over. Failure to complete your presentation within the time limit may impact your grade.

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Individual Assignment: Peer Assessment

- Individually, think about the contribution of each team member to the project so far
  - Attendance at team meetings
  - Contributions to meeting discussions and work products
  - Collaboration and cooperation
  - Adherence to the ground rules the team set up at the start of the semester
- You have 100 points to distribute to the team including yourself based on contribution. Total points must equal 100.
- If everyone contributed equally and followed the ground rules, then you would award 25 pts to each member of a 4 member team.
- Complete during class next week. Come to class knowing how you will distribute the points.

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Team Presentation Order is on Canvas

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