Problem Validation

1 Main goal: understand the context of a user & look for 'pains'

How often you experience power cuts in your area and household?

When! Ask when I don't experience it. Every night it's the same story come home to relax and then power cut occurs till midnight. Its so annoying and frustrating.

What are the reasons you think responsible for this sudden power cuts?

Well according to me, the excess usage of air conditioner by every house holds at a single time puts peak load on the grid that's why they have to cut the supply and hence we experience power cuts.

How do you tackle these problems?

I have batteries and generator which I use as a reserve for emergency time.

How much do you spend on this?

Everything comes with a price. I spend almost 500$ on batteries and the maintenance cost is different burden.

How much you can afford to spend for the solution of these problems?

I can spend a good amount of money, i.e is around 600-900$ if some solution arrives. Believe me one time expenditure is worth rather than facing this frustrating problem.

2 General tips

- Don't interrupt people too soon. If you are silent, people might feel uncomfortable so they will tell you more to avoid silence.
- Don't ask them to invent the future (solution).
- Ask why, why, why,… to have a very detailed view on what actually happens.
- A question that can be answered with just yes/no is not enough. Ask for more info.
- Ask for references or specific numbers where possible. "It's easy to do." is not enough. "It takes 10 min & 6 steps to complete X." is already better.
- Look for evidence/proof of existing behaviour!