Customer Value Interview Analysis

**Project Team**  Team 4

**Part 1. Interviewing Team**

Interview Facilitator Qianxin Liu, Product Manager, TartanWorks Inc.

Interview Recorder Zeyuan, Product Manager, TartanWorks Inc.

**Part 2. Customer Interview**

Customer Sean Beggs, CMU, Heinz College, Director of Master of Information Systems Management program (MISM)

Interview Date/Time October 6, 2021, 1:30 P.M.

Interview Records

--recording:

<https://cmu.zoom.us/rec/share/2-kKqV5x3Vm64bFRyGgVd_s1sL3z8iW1AKCfciM5dV0Woy6VJUDOE39-ZDiaafZo.U77Lm-5ChCbPd7b8> Passcode: 2dy9=Wk=

--artifacts: none

**Part 3.**

1. **Customer Benefits**
   1. Will help with transparency with respect to teaching slots decisions.  
      This is more of a qualitative metric.
   2. Will save a lot of time. Currently, it takes 4-6 weeks of planning ahead of time and performing daily tasks.   
      This is a quantitative metric which can be measured by *Total time taken*.
   3. Solution could get more insights into what faculties want or if they would be willing to accept the suggestions that are aligned with the Program Administrator’s goals, like willing to take classes at night hours.   
      This quantitative metric could be measured by, *% Response to suggestions.*
   4. It will benefit faculty as well, in being able to manage their planning better. This is a qualitative metric as well.
2. **The options that the customer perceives can solve the problem / do the Job To Be Done, entirely or partially.**
   1. Stellic. It’s a reporting audit tool that helps understand which courses the students have taken and which ones they still have to take.
   2. No complete solution exists till now.
3. **The purchasing criteria mentioned by the customer**
   1. Hundreds of Program Administrators, just at CMU. The solution needs to work across departments.
   2. Solution should be customizable. Different departments have different issues regarding collaboration as top priority. Some could have resources exchange between Program Administrators and instructors, others could have issues regarding scheduling.
4. **The buyer, budget and buying process**
   1. Some departments have a disjoint system where every program under that departement takes their own call regarding the purchasing process. Others are unified and decision making is centralized to the department.
   2. The buyer is the department, but the users are Program Administrators. However, the Program Administrators can influence the buying decisions.