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Software Entrepreneurship

Homework 18.2

**Customer Profile:**

* What functional jobs is your customer trying get done? (e.g. perform or complete a specific task, solve a specific problem, ...)
  + Mobility, independence.
* What social jobs is your customer trying to get done? (e.g. trying to look good, gain power or status, ...)
  + Reduce inconvenience of accomodations
* What emotional jobs is your customer trying get done? (e.g. esthetics, feel good, security, ...)
  + Wanting to feel more independent/less dependent on other people.
* What basic needs is your customer trying to satisfy? (e.g. communication, sex, ...)
  + Mobility
* ***Are we marketing this to people who already know how to use the white cane, or people learning how to use it?***

**Customer Pains: Ranked**

* What does your customer find too costly? (e.g. takes a lot of time, costs too much money, requires substantial efforts, ...)
  + Issues detecting obstacles above the waist, cane techniques (O&M training) take a while to learn,
* What makes your customer feel bad?(e.g. frustrations, annoyances, things that give them a headache, ...)
  + Canes break (elastic, splintering
* How are current solutions underperforming for your customer? (e.g. lack of features, performance, malfunctioning, ...)
  + Tip thickness (too thick means low sensitivity, to thin means it gets caught in cracks).
  + Wrists get tired from the weight
  + Portability: either they can’t make it smaller, it retracts or telescopes and is fragile, the elastic snaps.
* What are the main difficulties and challenges your customer encounters? (e.g. understanding how things work, difficulties getting things done, resistance, ...)
  + Wrist get tired( due to weight), portability
  + Sizing is different
* What negative social consequences does your customer encounter or fear? (e.g. loss of face, power, trust, or status, ...)
  + Dealing with the stigma( people staring, ignorant questioning, etc)
* What risks does your customer fear? (e.g. financial, social, technical risks, or what could go awfully wrong, ...)
  + Financial(having to replace cane constantly (different heights)),
  + Needing to adjust to a different cane is probably annoying.
* What’s keeping your customer awake at night? (e.g. big issues, concerns, worries, ...)
  + Safety, breaking while using the cane in public
  + Worries that the cane will make them a target (robbery, crime)
* What common mistakes does your customer make? (e.g. usage mistakes, ...)
  + Thinking that they cannot use the can unless they are completely blind
* What barriers are keeping your customer from adopting solutions? (e.g. upfront investment costs, learning curve, resistance to change, ...)
  + Learning curve, expense (high switching costs), no other helpful products in the market, each product has its limitations

**Customer Gains (Ranked)**

* Which savings would make your customer happy? (e.g. in terms of time, money and effort, ...)
  + Time to learn how to use the cane, money(might not be feasible), effort it takes to use the cane
* What outcomes does your customer expect and what would go beyond his/her expectations? (e.g. quality level, more of something, less of something, ...)
  + Support- fixing broken canes quickly, for a low price., durability,
* How do current solutions delight your customer? (e.g. specific features, performance, quality, ...)
  + Increased independence., color canes, LED lights
* What would make your customer’s job or life easier? (e.g. flatter learning curve, more services, lower cost of ownership, ...)
  + Lower cost of the smart cane( completely covered by the insurance), vibrations instead of different sound tones to indicate obstacles, the lower learning curve
* What positive social consequences does your customer desire? (e.g. makes them look good, increase in power, status, ...)
  + Fashionable, trendy(stigma)
* What are customers looking for? (e.g. good design, guarantees, specific or more features, ...)
  + Good design, durability( extremely helpful), handheld, guaranteed warranty
* What do customers dream about? (e.g. big achievements, big reliefs, ...)
  + Easier life( have more expenses, responsibility, dangers), social acceptance, solutions to the limitations of the white cane
* How does your customer measure success and failure? (e.g. performance, cost, ...)
  + Day to day use, ease of learning, cost-effective
* What would increase the likelihood of adopting a solution? (e.g. lower cost, less investments, lower risk, better quality, performance, design, ...)
  + Better quality and performance (tested through a 60-day money back guarantee)

**Pain Relievers:**

* ... produce savings? (e.g. in terms of time, money, or efforts, ...)
  + Save money (fewer times replacing the cane), less effort to learn
* ... make your customers feel better? (e.g. kills frustrations, annoyances, things that give them a headache, ...)
  + Eliminating frustrations regarding being independent, more freedom
* ... fix underperforming solutions? (e.g. new features, better performance, better quality, ...)
  + Unlike some white canes, based on vibration instead of just sound.
  + No splintering + elastic issues
* ... put an end to difficulties and challenges your customers encounter? (e.g. make things easier, helping them get done, eliminate resistance, ...)
  + Give them more emotional
* ... wipe out negative social consequences your customers encounter or fear? (e.g. loss of face, power, trust, or status, ...)
* ... eliminate risks your customers fear? (e.g. financial, social, technical risks, or what could go awfully wrong, ...)
  + Technical risks, warranty gives more security to users of the cane
* ... help your customers better sleep at night? (e.g. by helping with big issues, diminishing concerns, or eliminating worries, ...)
* ... limit or eradicate common mistakes customers make? (e.g. usage mistakes, ...)
* ... get rid of barriers that are keeping your customer from adopting solutions? (e.g. lower or no upfront investment costs, flatter learning curve, less resistance to change, ...)

***How to compete with similar products?***

Aerionna’s Ranking

Customer pains

1. Design (color, sign, weight, length, tip)
2. Durability issues
3. Stigma
4. High learning curve
5. High Switching cost of the product

Customer gains

1. Increased Independence and Mobility
2. The durability of the cane(warranty and willingness to support
3. Fashionable, trendy, high-tech
4. Social acceptance

Gain Creators

1. Low learning curve
2. Outstanding performance and quality
3. Additional features that the competing canes do not offer

Pain relievers:

1. More freedom
2. 100% safe (no splintering or loose, exploding elastic)
3. Vibration-based
4. User-friendly

Lin-ye’s Ranking:

Customer Jobs:

1. Mobility

2. Independence

3. Reduce inconvenience of accommodations

Customer Pains:

1. Users can be self-conscious due to stigma

2. Wrists get tired from weight

3. Portability: either they can’t make it smaller, it retracts or telescopes and is fragile, the elastic snaps.

4. The current white/red cane only detects ground level obstacles (nothing above the waist)

5. Canes break (elastic bands in collapsible canes snap, graphite canes splinter)

6. Tip thickness has trade-offs (too thick means low sensitivity, too thin means it gets caught in cracks).

7. If you need to replace a cane (ex. user has a growth spurt or it breaks), adjusting to a new one is probably annoying

8. Worries that the cane will make them a target (robbery, crime)

9. Learning curve and other high switching costs

10. Thinking that they cannot use the can unless they are completely blind

11. Cane techniques (O&M training) take a while to learn

12. No other helpful products in the market—each product has its limitations

Customer Gains:

1. Success measured by day to day use and ease of learning

2. Might be less expensive in the long run (might be able to get it covered by insurance?)

3. Less effort to use the cane (weight, portability)

4. Durability

5. Good support- fixing broken canes quickly, for a low price

6. Customers would want time to learn how to use the cane

7. Could be fashionable and trendy

Customers like: increased independence, color customization, LED lights

Customers want: easier life (reducing their expenses, responsibility, dangers), social acceptance, solutions to the limitations of the white cane

Pain Relievers:

1. Assurance that it is better than the standard white cane, tested through a 60-day money back guarantee

2. Warranty

3. Durable (no splintering and elastic issues)

4. Lower weight (a handle with sensors and a laser, not an entire solid cane)

5. Needs less replacement—more durable, warranty, don’t need to replace as often because of user height changes, might also save money

6. Unlike some white canes, based on vibration instead of just sound (people can’t always hear the sound)

7. Save money (fewer times replacing the cane)

Momina’s Ranking:

Customer pains:

1. Size and weight of cane
2. Tip thickness of cane (either low sensitivity, or gets caught in cracks)
3. Cane breaks (damaged elastic or splintering)
4. Portability

Customer gains:

1. Easy to learn
2. Durability
3. Low switching cost
4. Customer support
5. Features create more independence

Gain creators:

1. Save on time spent learning a new technology
2. Better quality product
3. Longer lasting product (good investment)
4. Higher performance

Pain relievers:

1. Warranty
2. Customer support
3. Durability
4. Easier to use (less weight)