

## HW7-Team: Customer Development

Team Number and Name: Project 2

List all students who actively worked on this Assignment:

1. Name: Aishwarya Yatin Samel
2. Name: Neha Sadhasivareddy
3. Name: Sachin Kumar
4. Name: Shweta Gupta

### Part 1: List Your Three Target Customer Segments

Since our app is student centric so we are majorly focusing on the NEU students

Segment 1: Northeastern University Students, Seattle

Segment 2: Northeastern University Students, Boston

Segment 3: Northeastern University Students, Silicon Valley

**Part 2: Where will you find them?** List three places you would go to find your customers and interview them.

Place 1: University campus

Place 2: Grocery shop / cafeteria area

Place 3: Dormitory

### Part 3: Write your Top Three customer interview questions

Q1: How frequently do you go for a grocery run/other stuff?

Q2: How do you or your friends/roommate/dormitory mate travel to the market? Do you own a car, or you book a cab? How much does it cost?

Q3: Tell me about a time when you were busy and trying to get help from someone to buy groceries? How you were able to find them?

### Part 4: Get out of the building to validate your problem is real!

Team member #1 name: Aishwarya Yatin Samel

Interview Notes #1: Isha, 25, NEU Boston, In-person

Q1: How frequently do you go for a grocery run/other stuff?

I go out once every two weeks. During my exams, I stock the frozen food and go after the schedule is over.

Q2: How do you or your friends/roommate/dormitory mate travel to the market? Do you own a car, or you book a cab? How much does it cost?

I usually go walking, around 20-30 minutes. No, I don't have a vehicle. I go walking and while coming back I take an uber if I have lot of stuff to carry. I stay in a private room and don't know many people around. It usually costs me around 15 USD for one trip.

Q3: Tell me about a time when you were busy and trying to get help from someone to buy groceries? How you were able to find them?

I usually ask my friend to get something for me, if its urgently needed. But I do not like to disturb someone unnecessarily. I have done that once or twice and it was for medicines, to be specific.

Interview Notes #2: Anjali, 22, NEU Boston, In-person

Q1: How frequently do you go for a grocery run/other stuff?

I go out once every month. I eat outside during the weekends and follow one meal a day so, I don't need to go for groceries as much.

Q2: How do you or your friends/roommate/dormitory mate travel to the market? Do you own a car, or you book a cab? How much does it cost?

I have many friends around, who are seniors or are working full time and have their own vehicle. So, I tag along with them in their car or else I ask them to get stuff for me and we split the gas charges. So, travelling charges are like under 15 USD per month.

Q3: Tell me about a time when you were busy and trying to get help from someone to buy groceries? How you were able to find them?

As I said, I ask my friends to buy for me, in case I am busy, and they are going to the place I need stuff from, and we split the gas. I call them or text them. It also happens sometimes that they forget to buy it for me.

Interview Notes #3: Rahul, 28, NEU Seattle, Zoom Meeting

Q1: How frequently do you go for a grocery run/other stuff?

I go out once every week for buying veggies and meat and I buy the utilities like toilet papers and cleaning materials every month. Also, I go for beer and other groceries once a week.

Q2: How do you or your friends/roommate/dormitory mate travel to the market? Do you own a car, or you book a cab? How much does it cost?

We go together, usually 4 of us and we take public transport. Its inconvenient to lug around all the stuff in one go. So, we try to get what we can from nearby stores, even though it's a bit expensive and make sure we go to the far cheap stores only once a month. Also, post covid, almost all the stores offer home delivery, so we do that. However, the shipping costs are levied. So, that is a bummer. It costs around 10-12 USD per month.

Q3: Tell me about a time when you were busy and trying to get help from someone to buy groceries? How you were able to find them?

Oh my god, that happens so many times. Since all my roommates are of my class, we usually have exams at the same time, and nobody has time for going out and shopping at those times. So, we usually ask our fellow mates on our floor to help us out. But that's like pretty unreliable. You never know if they are going to get what you exactly want and when!

Interview Notes #4: Rohan, 26, NEU Boston, In-person

Q1: How frequently do you go for a grocery run/other stuff?

I go out once every two three days. I am big foodie and I avoid eating food from outside. I love to cook and eat homemade Indian food. So, I need to go and shop the Indian vegetables often as you cannot stock them for long. I shop home utilities in bulk, hence once a month is enough. And other grocery items like rice, pulses, and flour, I go out once in 2 weeks.

Q2: How do you or your friends/roommate/dormitory mate travel to the market? Do you own a car, or you book a cab? How much does it cost?

I try all possible means! We have a WhatsApp group, where people post if they are looking for a grocery mate or else, I tag along with friends who have vehicle. We also order online in groups for multiple people together so that we get free shipping. If nothing works, me and my roomies book an Uber and make a trip. We also ask our neighbors if they need anything. We buy for them too and sometimes they also reciprocate. So, it costs around 10-20 bucks per month.

Q3: Tell me about a time when you were busy and trying to get help from someone to buy groceries? How you were able to find them?

It happens so many times that I can't even remember! No matter how perfectly we make a grocery list, there are always a few items that go unnoticed, and you realize it after you are home with your rest of the grocery. We have a WhatsApp group of 20-25 friends in the same building. Usually, seniors have their vehicle, so they let us know in the group when they are going to go. So, then we request them to get stuff for us too. But there are limited people with vehicles and many like us, so those guys bail sometimes or choose to get only stuff that is an emergency.

Interview Notes #5: Samuel, 25, NEU Boston, FaceTime

Q1: How frequently do you go for a grocery run/other stuff?

There is no schedule as such. Whenever I have time, or whenever I have company, I go and shop in bulk, or else I order online.

Q2: How do you or your friends/roommate/dormitory mate travel to the market? Do you own a car, or you book a cab? How much does it cost?

Usually, we go walking. Or else we take public transport one way and while coming back we book an Uber. So, it should cost around 15-20 USD per month.

Q3: Tell me about a time when you were busy and trying to get help from someone to buy groceries? How you were able to find them?

I remember just last month when I was sick and couldn't get out of the house for a week or so. My friend was helping me with groceries and other utilities. She stays close to me, so I used to just call her and ask to buy stuff for me.

Team member #2 name: Neha Sadhasivareddy

Interview Notes #1: Aishwarya Padmanabha, NEU Seattle, Zoom meeting

Q1: How frequently do you go for a grocery run/other stuff?

Normally, I go to grocery shopping every week. Sometimes when I often eat outside, I will skip an entire week of grocery shopping.

Q2: How do you or your friends/roommate/dormitory mate travel to the market? Do you own a car, or you book a cab? How much does it cost?

I don't have a car, so I commute using Uber and it costs me \$70 for a round-trip.

Q3: Tell me about a time when you were busy and trying to get help from someone to buy groceries? How you were able to find them?

Sometimes, when I can't find time for shopping, I book the groceries online from Instacart. However, there will be a surcharge.

Interview Notes #2: Anubhav, NEU Silicon Valley, Zoom meeting

Q1: How frequently do you go for a grocery run/other stuff?

I grocery shop every 15 days, but when I have friends over, I will have to make an additional grocery run.

Q2: How do you or your friends/roommate/dormitory mate travel to the market? Do you own a car, or you book a cab? How much does it cost?

Fortunately, grocery store is not too far from my place, it's within a walking distance.

Q3: Tell me about a time when you were busy and trying to get help from someone to buy groceries? How you were able to find them?

During the recent winter break, I was traveling to India and before that I had planned to host a party. Since, I was busy with finals, I couldn't shop for some groceries and I had reached out to my friend over WhatsApp and gave him a list of groceries.

Interview Notes #3: Priyanka, NEU Boston, Microsoft Teams meeting

Q1: How frequently do you go for a grocery run/other stuff?

I usually go every week to get fresh vegetables, and once in a month to get other dry, stock able groceries.

Q2: How do you or your friends/roommate/dormitory mate travel to the market? Do you own a car, or you book a cab? How much does it cost?

We roommates go together usually to get once in a month grocery, and we will book a cab for Indian stores which will cost around \$30 one way and sometimes we will book a zipcar. It will cost \$30 both ways.

Q3: Tell me about a time when you were busy and trying to get help from someone to buy groceries? How you were able to find them?

If we run out of stock in between, then we will usually call friends who live nearby to bring us few items, but we will limit it to 2 to 3 items that are immediately required. It is not always reliable, sometimes will have to wait up to 2-3 days.

Interview Notes #4: Dileep, NEU Boston, Microsoft Teams meeting

Q1: How frequently do you go for a grocery run/other stuff?

We do not have any such schedule for grocery shopping. We are roommates of 4 people and we grocery shop together when we run out of items. One of us will go and shop for all of them.

Q2: How do you or your friends/roommate/dormitory mate travel to the market? Do you own a car, or you book a cab? How much does it cost?

One of our roommates have a car and sometimes I use his car for getting groceries. Grocery store is about 5 miles from my place. Usually, it would cost around \$7.

Q3: Tell me about a time when you were busy and trying to get help from someone to buy groceries? How you were able to find them?

It so happened that roommate was away from home and we didn't have access to the car. Since most of our friends were out of town for internships, we couldn't find any help. However, we got lead from my friend that one of his friends would be able to help so we got help from him.

Interview Notes #5: Ramya Hebbar, NEU Seattle, Zoom Meeting

Q1: How frequently do you go for a grocery run/other stuff?

Pre-pandemic would be once a week, currently once in 15 days.

Q2: How do you or your friends/roommate/dormitory mate travel to the market? Do you own a car, or you book a cab? How much does it cost?

I take the bus mostly, while returning it depends on the items shopped and opt for cab if needed. I don't own a car, rent a cab rarely. Approximately \$50 spent on such trips.

Q3: Tell me about a time when you were busy and trying to get help from someone to buy groceries? How you were able to find them?

During peak pandemic, we wanted to stock up on some groceries but didn't know how to as it was not safe to travel by bus. I sent out a message to everyone in my network to check who was planning to go shopping. Took me a while but managed to find a friend who could pick the items needed.

Team member #3 name: Sachin Kumar

Interview Notes #1:

INFO: Raghav, age 24, Zoom meeting, Customer type: NEU Boston Campus

Q1: How frequently do you go for a grocery run/other stuff?

I usually go once a week, depends on much stuff I need and, I have enough time to shop or not.

Q2: How do you or your friends/roommate/dormitory mate travel to the market? Do you own a car, or you book a cab? How much does it cost?

I have my own car, we share the cost of the gas, on way trip cost us \$5 in traveling.

Q3: Tell me about a time when you were busy and trying to get help from someone to buy groceries? How you were able to find them?

I remember a time I was having an exam next day, so I was preparing for it but suddenly I got hungry and when I check there were no groceries left in the kitchen, since I was busy preparing

for my exam, I told my roommate to help me out and buy something from market, so he understands my situation and bought something from deli.

Interview Notes #2:

INFO: Tribhuvan, age 26, Zoom Meeting, Customer type: NEU Seattle Campus

Q1: How frequently do you go for a grocery run/other stuff?

I go for grocery shopping twice a week.

Q2: How do you or your friends/roommate/dormitory mate travel to the market? Do you own a car, or you book a cab? How much does it cost?

We take a bus since its cheap mode of transportation and, we don't own a car. Usually, it cost us \$2.50 round trip.

Q3: Tell me about a time when you were busy and trying to get help from someone to buy groceries? How you were able to find them?

There was incident when I was doing my assignment and I don't have time for go to the market to get the groceries, I updated my concern on the group chat which we created for helping each other and one of the guys was going to the market, so he bought me some groceries which I needed.

Interview Notes #3:

INFO: Kareen, age 28, Zoom meeting, Customer type: NEU Silicon Valley Campus

Q1: How frequently do you go for a grocery run/other stuff?

I go every day for grocery shopping in the morning for fresh vegetables.

Q2: How do you or your friends/roommate/dormitory mate travel to the market? Do you own a car, or you book a cab? How much does it cost?

I use car for my grocery run, usually it costs me \$15 per week and depends on how far I am traveling for groceries run.

Q3: Tell me about a time when you were busy and trying to get help from someone to buy groceries? How you were able to find them?

There was a time when I was running out of groceries and I was in a meeting with my professor at his home, since I have don't have a time to go to the market, I ask my professor for help and he send his wife to the market and she bought grocery for me, they were helpful.

Interview Notes #4:

INFO: Diana Hall, age 21, Zoom meeting, Customer type: NEU Boston Campus

Q1: How frequently do you go for a grocery run/other stuff?

Usually I go once or twice for grocery run, depends on how many stuffs I need to buy.

Q2: How do you or your friends/roommate/dormitory mate travel to the market? Do you own a car, or you book a cab? How much does it cost?

My friend and I usually walk to the market since my hostel is 10 minutes away from the nearest market.

Q3: Tell me about a time when you were busy and trying to get help from someone to buy groceries? How you were able to find them?

There was an incident where I run out of the grocery and it was late night and every market nearby was closed so I asked for help from one of my friends who lives nearby, and he shared his grocery with me, and I paid him for his groceries.

Interview Notes #5:

INFO: Miguel Perez, age 27, Zoom meeting, Customer type: NEU Seattle Campus

Q1: How frequently do you go for a grocery run/other stuff?

I usually go 4 to 5 times in month for grocery run.

Q2: How do you or your friends/roommate/dormitory mate travel to the market? Do you own a car, or you book a cab? How much does it cost?

Sometimes I travel by bus with my friends and sometimes I use my car if it's raining. It cost me around \$30 a month in traveling for grocery run.

Q3: Tell me about a time when you were busy and trying to get help from someone to buy groceries? How you were able to find them?

I remember there was a time when me and my roommate was busy with our project work and forget to buy groceries in the morning and at midnight, we realized we don't have anything for dinner, since we don't own a car and market so too far, so we ask a colleague who lives near a market to help us out, he was really generous and bought us our groceries and we paid him back.

Team member #4 name: Shweta Gupta

Interview Notes #1:

INFO: Pratyaksh, age 27, Facetime call, Customer Type: NEU Boston Campus

Q1: How frequently do you go for a grocery run/other stuff?



About once every week for Fresh groceries and once a month/ 40 days for Indian groceries

Q2: How do you or your friends/roommate/dormitory mate travel to the market? Do you own a car, or you book a cab? How much does it cost?

Back when I had roommates, I used to take a cab for getting the Fresh groceries from nearby Target or Trader Joes'. For Indian groceries, we used to either book a Zipcar or 1-day rental cars to go and buy groceries in bulk for our friends who needed them too. We didn't own a car back then. Now, I order everything online. The cost for a day's rental used to be close to \$100 with fuel and the cab costs including the surcharges used to be around \$20/trip.

Q3: Tell me about a time when you were busy and trying to get help from someone to buy groceries? How you were able to find them?

There was a time back in 2017 Fall when I was living alone in the apartment as all my roommates went on vacation. I desperately needed groceries but couldn't go out alone as I didn't have any vehicle. I asked a few of my friends on WhatsApp if they are willing to get me something and I can just go and pick it up from their house in the evening due to my interview process throughout the afternoon.

Interview Notes #2:

INFO: Sanika, age 27, Facetime call, Customer type: NEU Boston Campus

Q1: How frequently do you go for a grocery run/other stuff?

Once a week for grocery and all other stuff.

Q2: How do you or your friends/roommate/dormitory mate travel to the market? Do you own a car, or you book a cab? How much does it cost?

The grocery store is at a 5-minute walking distance from my place. So, I walk to the grocery store. I do not own a car or book any cab for grocery shopping so; it doesn't cost me much for groceries. However, I had to book cab to get vegetables from Target because I cannot find good veggies near-by and that costs me much more than the groceries, around \$15-\$20 per trip.

Q3: Tell me about a time when you were busy and trying to get help from someone to buy groceries? How you were able to find them?

Once I could not find flax seeds in the grocery store as these were out of stock. So, I have to ask my roommate and one or two other friends if they find any and I can collect from them later. I use texting or calling them directly in such situations.

Interview Notes #3:

INFO: Deepika, age 28, Zoom meeting, Customer type: NEU Seattle Campus

Q1: How frequently do you go for a grocery run/other stuff?

I usually go once a week for limited number of items but prefer online if it is in bulk.

Q2: How do you or your friends/roommate/dormitory mate travel to the market? Do you own a car, or you book a cab? How much does it cost?

Generally, by walk to save money. But for few necessary stuffs we must rely on zip car /Uber, since we do not own a car. Depending on distance it may cost us around \$10-\$30, and we divide the fare equally among the roommates or friends, using splitwise.

Q3: Tell me about a time when you were busy and trying to get help from someone to buy groceries? How you were able to find them?

It happens most of the time when we left with one or two items missing. Either we do not find in the store or we missed. In such situation we it difficult to go and buy because it will cost us more than the actual item MRP. So, we carry forward it till the next visit or must ask our friends if they can get us. We use WhatsApp or texting for this.

Interview Notes #4:

INFO: Anjali, age 27, Zoom meeting, Customer type: NEU Seattle Campus

Q1: How frequently do you go for a grocery run/other stuff?

I run twice every month for my grocery shopping. Sometimes it drops to once a month and there are times when we must visit multiple time. It completely depends on our requirement and the availability of the items at the store.

Q2: How do you or your friends/roommate/dormitory mate travel to the market? Do you own a car, or you book a cab? How much does it cost?

I live with 2 other people and one of us owns a car. So, we do not find it difficult to visit store multiple times. We split one-third of the fuel plus groceries charges every month among us, which is I feel cheaper than cabs monthly expense.

Q3: Tell me about a time when you were busy and trying to get help from someone to buy groceries? How you were able to find them?

I feel this is the most common situations among students where they ask someone to get stuff for themselves. I too face the similar situation at least once a month. For this, I contact my other roomies if they are out and can get me the item I want. Vice-versa, sometimes I get the stuff for my roommates.

Interview Notes #5:

INFO: Austin, age 25, Zoom meeting, Customer type: NEU Silicon Valley Campus

Q1: How frequently do you go for a grocery run/other stuff?

I prefer to go once a month due but for some items like milk or vegetables I have to visit every week. So, my other roommates and I will decide on this and one person goes per week.

Q2: How do you or your friends/roommate/dormitory mate travel to the market? Do you own a car, or you book a cab? How much does it cost?

We prefer to book cab for our weekly visits to the store. Since each person go every week, so we do not consider the cab charges among us. It costs \$40 per person per week.

Q3: Tell me about a time when you were busy and trying to get help from someone to buy groceries? How you were able to find them?

Last week when I had an assignment submission and could not find time to get my personal stuffs, due to the nearing deadlines. My roommate came and asked me if I need something as he was visiting his friends and can buy me stuff on the way. It was helpful for me during my busy schedule.

**Part 5: Summarize your findings.**

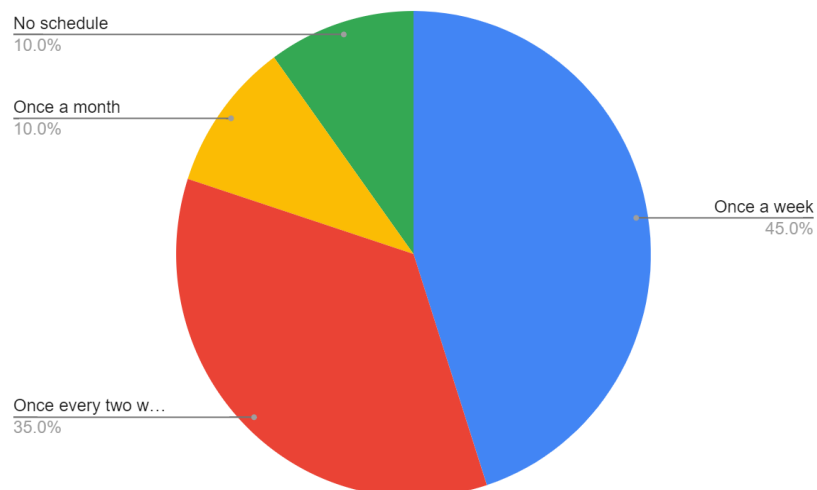
Summary of key findings:

- Almost all the students usually go for grocery shopping, once a week and for other utilities shopping, once a month.
- Majority of the students prefer travelling in group, rather than travelling alone, for shopping groceries and other utilities.
- Mostly students do not use public transportation because of inconvenience to carry many items and rely on rental cars, uber, friend's car etc.
- Many students do need to shop for items mid-week, or during their exams and they rely on the other friends if they are unable to make a trip to grocery store.
- More than 50 percent of the students find it more efficient to shop from large supermarkets like Walmart or Costco that are far from places they stay in but are cheaper than the nearby retails stores.
- Many students admit that online shopping incurs shipping and delivery costs and there are products that cannot be shopped online.
- Currently used methods of asking help from people for buying stuff for them are:
  - Request a roommate or friend in person
  - Ask a neighbor
  - WhatsApp group

**Data Collection****1. How frequently do you go for a grocery run/other stuff?**

Once a week	9
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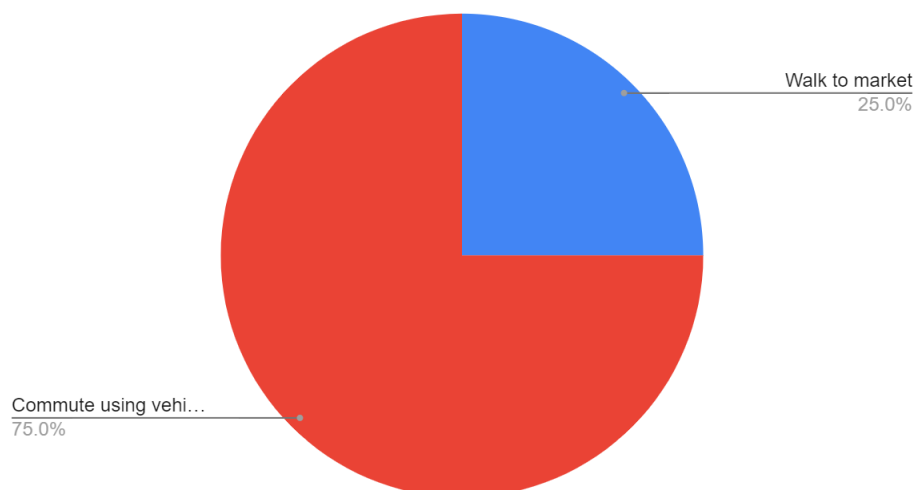
Once every two weeks	7
Once a month	2
No schedule	2



**2. How do you or your friends/roommate/dormitory mate travel to the market? Do you own a car, or you book a cab? How much does it cost?**

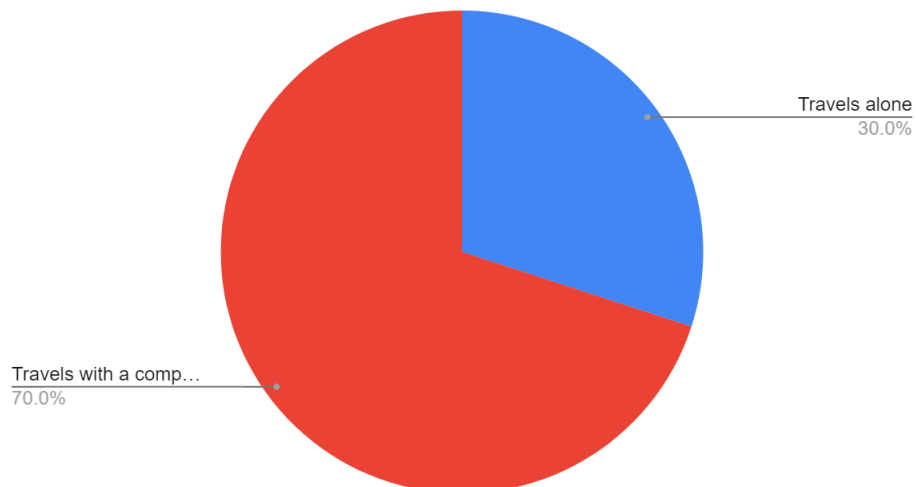
Walk to market	5
Commute using vehicle	15

no of people

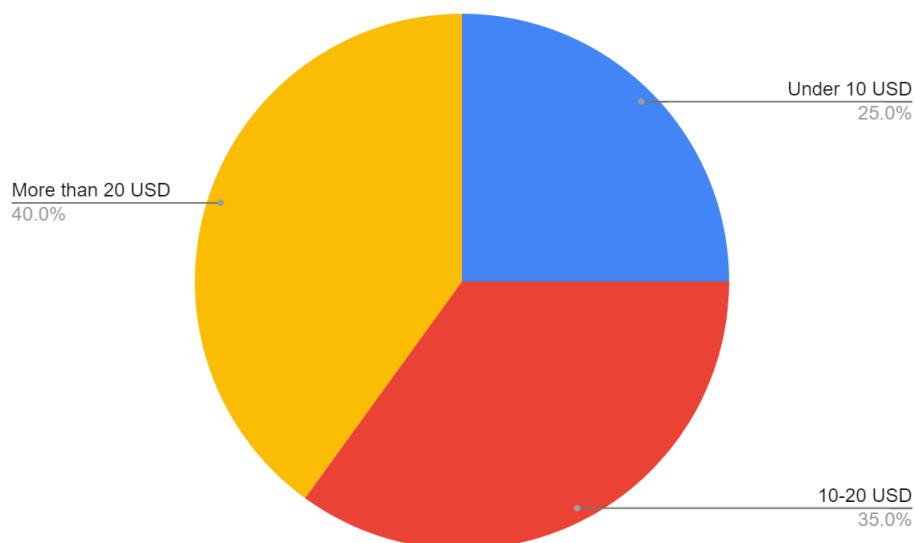


Travels alone	6
Travels with a company	14

No of people



Under 10 USD	5
10-20 USD	7
More than 20 USD	8



3. Tell me about a time when you were busy and trying to get help from someone to buy groceries? How you were able to find them?

In-person	7
Voice calls	6
Social Media	7

