**Key:**

**M = Me (Developer)**

**U = Uncle (Client)**

**Disclaimer: All interviews have been translated to English**

**Interview 1 - The Problem**

| 1  2  3  4  5  6  7  8  9  10  11  12  13  14  15  16  17  18  19  20  21  22  23  24  25  26  27  28  29  30  31  32  33  34  35  36  37  38  39  40  41  42  43  44  45  46  47  48  49  50  51  52  53  54  55  56  57  58  59  70  71  72  73  74  75  76  77  78  79  80  81  82  83  84  85  86  87  88  89  90  91  92  93  94  95  96  97  98  99  100  101  102  103  104  105  106  107  108  109  110  111  112 | M: Could you please describe your problem?  U: Sure. I own a pharmacy in India but many of my customers are using online alternatives such as Amazon and even Wish. I always advise them to avoid purchasing health related items from the internet or any place that isn’t qualified to sell medicine, but they simply do not listen nor care, and just want to receive the items as effortlessly as possible. This has driven my sales down significantly, so I want to also create an online service that sells medicines. I was considering making my own Amazon account and selling medicines there, but it’s too inflexible and slow. For example, if a user purchases my medicine from Amazon, I don’t get informed where the person lives to give the medicine; I have to wait for Amazon’s workers to come to my home and send the item to the person. I also don’t want to sell my medicine outside of my village because I don’t want to deal with paying import tax, paying referral fees, and so forth.  M: What could I make to solve your problem?  U: You could make an app similar to Amazon where users can purchase a medicine of their choice but the problems are gone. So you could for instance limit the users to only people that live in my village. You could send me the location of the person that purchased the medicine; or maybe just their name because I know every person in this village by heart. Oh, also, Amazon doesn’t really have a recommendation page. I also admittedly use Amazon sometimes to purchase items conveniently; but usually for items unavailable in India. But when you open Amazon, it just recommends items that are popular in general. Like, they have a “Best Sellers in Books” section, but they don’t try to figure out what Books you as a user would actually like. If you could have a good recommendation page; like YouTube’s, I think that would help my product stand out, so my customers would be more inclined to use the product over Amazon, and it would make the user experience better for my customers. Is that asking for too much?  M: No, no, no, I can certainly try to implement that. Is there any particular platform that you think would suit the solution best?  U: An android application. Everybody I know here has an android phone. Very few of my customers are financially fortunate enough to have an Apple device or a Laptop. Plus, everyone I know who has an apple device or a laptop also has an android phone.  M: Just android phones, or more? And if some have more than just android phones, then should they also have access to the application?  U: Some have more than just android phones; like Tablets. It would be preferable if people with android devices other than phones could also access the application.  M: Ok, so the way I’m understanding the solution is that it is an android app. When the user opens it for the first time, it’ll ask them to sign-up. Should the sign-up include credit card information so that when they buy something, the money can be transferred online? What do you think is necessary information when signing up?  U: Credit card information is unnecessary. Most people in the village don’t have a credit card in the first place. Just the address, their name, and maybe their email to notify them that I’m coming. Or no, don’t ask for their email. A pop-up showing that the product is being delivered is fine. Their name would probably suffice to know where to go, but you could add their address just in case they move to a different house or something.  M: Ok, and once they’re in, they will be sent to the recommendation page, right?  U: Right.  M: A search box will probably be needed to find the desired product, right?  U: Oh, yeah, of course.  M: And for all of the purchasable items to exist, you will need to make all of them in the app. Are you willing to do that?  U: Of course; unless there’s a more convenient way to do so.  M: I’m not aware of any alternative. For each item, what details would you like provided?  U: What do you mean exactly?  M: So, like, when the user is on the screen of a product, should there be a picture of the product, a description, et cetera?  U: Ah, ok, I understand. Yeah, there should be a picture, a title, a description, the price, and the buy button.  M: When the user has purchased the product, how would you like to be notified what product to deliver and to whom it should be delivered?  U: To my email; providing the user’s name, product name, product price, and time of purchase.  M: Is there any specific language that you would like the application to be in?  U: English is fine.  M: Once the solution is made, would you like to know who uses the application?  U: Yes! I could use this information to evaluate the success of the solution and see whom I can encourage to use the application. If the application grows big, I may also want to share the data with others who would know how to expand the application further using that information.  M: Ok, last thing. For the recommendation algorithm, does it have to be like YouTube’s, or do other’s work for you?  U: I would be very happy if it’s like YouTube’s because I think YouTube’s works great and keeps me hooked for a long time, so if the algorithm of the app does the same to a user, I think it’s done a good job. But if you find a more suitable algorithm that works well, I’d be just as happy.  M: Ok, thanks for the information. I will get back to you once I’ve progressed on the app!  U: Sounds great! Bye bye! |
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**Interview 2 - The Solution**

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