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PA 3.1 Software inception
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*Exercise 1: Watch the following videos and reflect about what you have learned. How it will change how you develop and evaluate software? Based on the videos, how are you going to conduct interviews for the team project? One paragraph*

I will introduce myself and establish that I am not selling anything to the interviewees. I will try to do research beforehand but will make sure to listen first to interviewees. I will make sure that the problems are real and established by the customer, not by my personal beliefs. If customers seem to be excited I will offer up investment options to see if their money is where their mouth is. I will try to identify if my interviewee is a buyer, user, or saboteur.

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*Exercise 2. Based on the following interview, conceive a value proposition for an SUV (remember: value proposition is not a sales pitch nor a feature – it is the value you add to the consumer):*
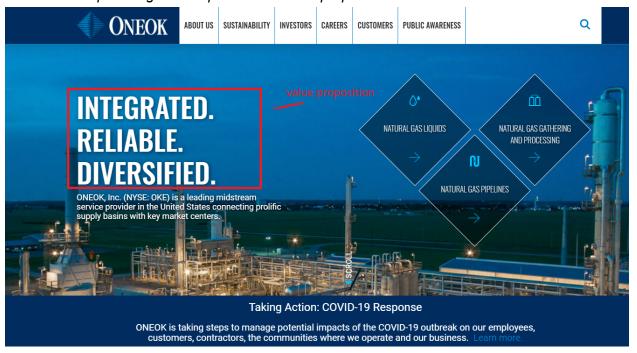
Riding with style,

Our SUV brings all eyes on you.

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*Exercise 3 Read the following article*
*https://conversionxl.com/value-proposition-examples-how-tocreate/ It describes how to create a*
*value propositions and present them in websites. Identify the value proposition in a website of*
*another companies/product not listed in the examples. To answer this question, provide the URL*
*you analyzed, the screenshot of the part of the site that identifies the value proposition, and*
*discuss which pain or gain is implicit in the value proposition.*



https://www.oneok.com/

This value proposition implies that energy grids are not reliable and tend to fail due lack of integration and diversification.

*Exercise 4 Two software developers, John and Gianna, founded a startup. After several meetings, they came up with the following value proposition and consumer segment: Discuss the following items.*
*1) Critique the interviewers. What did they do right and wrong?*
*2) What are the key insights of each interview? Which hypotheses were validated or invalidated?*
*3) Which is the assessment for each interviewee: Must have / Nice to have / Don't care?*
*4) What new hypotheses could be investigated in subsequent interviews?*
*5) What should the team do? Pivot? Focus on a specific segment of businesspeople? Terminate the project? Do more interviews?*


Interview 1 (John)
1)The problem with John is that he guided questions, selected an interviewee who did not have the time for an interview. John needed to ask more questions but couldn't due to his interviewee ditching. He also talked way too much about the product which should have been absent for the polling. Ms kate also doesn't do contract negotiation that much
2) Hypothesis 3 was possibly validated? Not enough information to tell
3) Ms. Kate: don't care
4) not really any the interview was pretty bad
5)do more interviews


Interview 2 (Gianna)
1) Her questions are relevant and ensure that she is interviewing the right person. Questions do not just gauge whether or not lies are part of the issue but the importance of lies in negotiating. She also allowed the interviewer to ask questions back.
2) The biggest key insight is how the product might violate privacy laws. Hypothesis 1 &2 were validated but H3 was not validated.
3) Nice to have
4) What businesspeople can legally use this? Could inexperienced business people use this?
5)If I knew the interviewers I would recommend the following...
 If they cannot find a way to pivot around the legal implications Jon and  Gianna might want to terminate it. However they might need more interviews. It might be possible to look into inexperienced negotiators as possible groups to focus on or countries that do not value privacy as much in the workplace.(China and some authoritarian countries do not feel squeamish about violating privacy while countries like Germany do).