# NORTHERN ARIZONA UNIVERSITY

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Drop the Code

https://github.com/petetetete/cs386-project

D1.2 – Consumer Discovery

CS 386 – Software Engineering

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Marco Gerosa

## Refined Value Proposition:

After conducting interviews and assessing the software interest, we have narrowed in on more accurate value propositions that focus on the puzzle-game aspect and learning capabilities of the application. Propositions such as "Learn how to program with fun, intuitive puzzles" or "Challenge your brain and learn how to code through logical thinking puzzles. Focusing on the puzzle aspect of the software appeals to customers in a majority of customer segments. The learning aspect also has the ability to attract customers from both ends of the spectrum, whether it is as an introduction, or a teaching tool.

## Customer Segments:

*No Programming Experience* – This customer segment represents customers who have never coded in their life, and although they likely have experience with logical thinking, have never written a program themselves. After conducting several interviews with individuals that would fall into this customer segment, we found a positive response to the product we were describing. Many were interested in using our software as the introduction they needed.

*Some Programming Experience* - This customer segment represents customers who have coded to some extent, but would not be categorized as experienced. Customers within this segment felt that the software would be a great learning tool for people wanting to learn about programming in the future.

*Extensive Programming Experience* - This customer segment represents customers who have personally experienced programming or work with it in some way. After conducting several interviews with individuals in this segment, the recurring theme was that they felt as though the software would be good for newcomers and would have liked to use it. We found that this segment tends to be more interested in the potential learning tool the application could be.

**Interview Results:**

*Jason Smith* – This customer would fall into the "Some Programming Experience" customer segment. This customer was a puzzle finder and loved puzzle games, so that seemed to be the catch for him. Throughout the interview, he made it clear that the learning experience provided would help customers who are pursuing a future in programming.

*Stefanie Fleischman* – When we gathered the results from this customer who falls into the "Extensive Programming Experience" customer segment, we learned some interesting facts about the product. She feels as though a majority of users will use it for the puzzle games and not necessarily the learning experience from the product. However, she felt that individuals with a programmer's mindset would enjoy this product quite a bit. It could even interest those who have programmed for many years because it would act as a refresher in programming and in general problem solving.

*Michael Haney* – This customer could be generally described by the "No Programming Experience" customer segment. He had in interest in puzzle games and this is what would attract him to try out an application such as ours. From this, we can conclude that the puzzle factor of the product makes it worthwhile for customers who would otherwise be disinterested in programming.

*Kyrianna Knittle* – This customer falls into the "Extensive Programming Experience" customer segment. She is "employed as a programmer and pursuing a degree in applied computer management" that includes programming in a business context. She experiences programming in her working environment approximately 5 hours per weekday, and is very interested in puzzle games and logical thinking. In her opinion, "online sources that allow for real-time practice" would be one of the best ways to learn programming. Due to her interest in puzzle games and programming, she would find an application such as ours appealing and although she feels a price tag could be off-putting, she would be willing to pay a reasonable price for such a program.

*Tessa Huettl* – This customer falls into the "No Programming Experience" customer segment as she has no personal experience with programming. Her only exposure to programming is secondary through hearing friends and family discuss it. She has always been interested in learning the basics of programming and says that traditional programming "seems kind of complicated" citing the various weird symbols and quirks as reasons why it might seem complicated. As it stands, she would likely look online for introductory programming help. She loves "jigsaw and logic puzzles" and is very interested in a puzzle game that teaches the logical principles of programming, although a price tag would "probably dissuade" her.

*Shelby Ohashi Sides* – This customer is part of the "No Programming Experience" group because she has had no interest or experience in programming. She never really took interest in programming before because her friends always told her how difficult it could be so she stayed away from it. She does enjoy playing simple games on her computer, tablet, and even on game consoles as long as it is not too complex. She felt that if we presented her with this application then she would play it but she was not too sure if she would retain any programming concepts from playing it. A price tag may push her away from the app but we will have to see how much

she enjoys the games before hand because we also learned that she has paid for the apps that she has enjoyed in the past so there is the chance she would be willing to pay for it. Even with the lack of interest in programming we still believe it will be worth the work to produce this app.

*Patrik Hornstrand* – This customer was also hard to interview because he doesn't like the idea of programming at all. What we learned from him was that he wants nothing to do with programming but he is an avid gamer. He spends a lot of time playing games and challenging himself in those games as well so we believe that he will at least try the application. He says he does enjoy playing with puzzles and that he actually has a few puzzles he likes to play with at home so this app may peak his interest a bit. Furthermore, he does not like to pay for many things so if there is a price tag he may lose his interest but his interest in puzzles give us a reason to produce this app.

*Jode Liams* – This customer is part of the "Some Programming Experience" category, and seemed to like the idea of having a game to learn about programming. He likes reading books on all kinds of subjects and has says that he has expressed an interest in programming, and has read books on programming. But he complained that setting up the programming environments according to the books has always been difficult and confusing, so he never got very far. He says he likes playing puzzle games of all kinds. He is willing to pay a reasonable price for an app such as this, and is excited to learn about programming in a quick and easy way.


**Group Participation:**

Peter – Created initial document layout, described the "No Programming Experience" customer segment, and provided results of the Kyrianna Knittle and Tessa Huettl interviews. Wrote the revised value proposition and edited the interview results.

Hayden – Provided the results from the Shelby Ohashi Sides and Patrik Hornstrand interviews

Garrison – Provided the results from the Jason Smith, Stephanie Fleischman, and Michael Haney interviews and described the "Some Programming Experience" and "Extensive Programming Experience" customer segments.

Gage – Provided the results from the Jode Liams interview.