



Customer Discovery

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INF 556 | ASSIGNMENT 2

Hypothesis 1

Drivers in Los Angeles have a hard time finding restaurants except fast food ones.



Description

- Late 20s to 30s
- Lives in Los Angeles
- Works as Lyft driver or Uber driver

Behavior

- Spends most of time as driver
- Cares about health
- Enjoys driving around the city
- Hates to wait in lines

Needs & Goals

- Needs a healthy way to eat
- Needs to find substitutes for fast food
- Able to know nutrition of food
- Fears to spend time preparing food



Customer Discovery – Plan of Action

- Interview Uber / Lyft drivers when using apps
- Ask them how they eat everyday
- Screening question: Are you a full-time driver?

