



Customer Validation

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INF 556 | ASSIGNMENT 3

HYPOTHESIS 1

Drivers in Los Angeles have a hard time finding a healthy way to eat while driving.



Description

- Late 20's to 30's
- Lives in Los Angeles
- Works as a 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

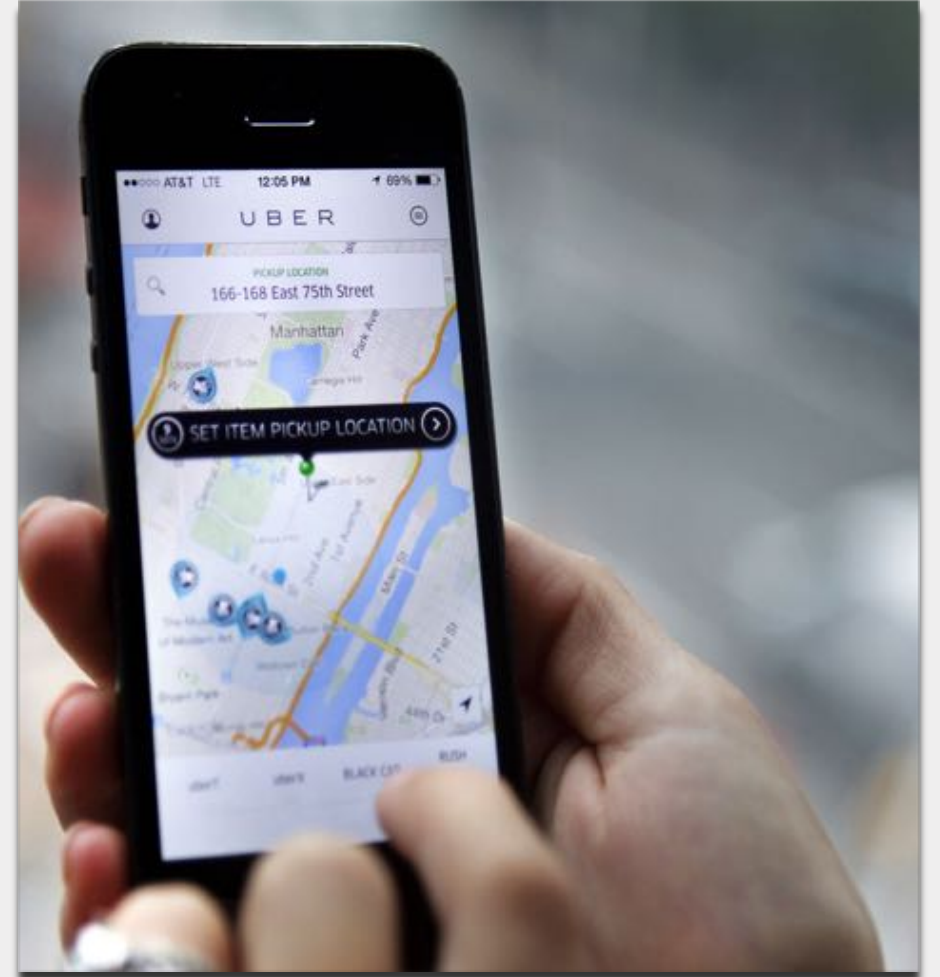
- Needs a healthy way to eat
- Needs to find substitutes for fast food
- Able to know nutrition of food
- Fears to spend time preparing food



Customer Discovery Location



Uber/Lyft Car
wandering around LA city



Screeners Questions

- 1) Are you a full-time driver?
- 2) Do you think it is important to eat healthy food?

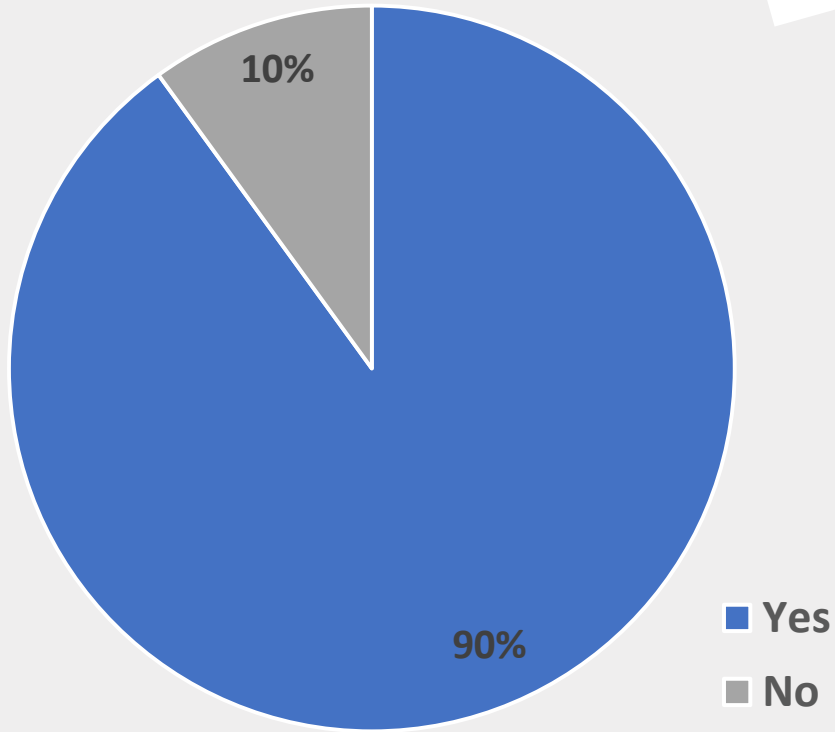
Interview Questions

- 1) How many times do you eat while driving?
- 2) What do you eat usually?
- 3) Do you prepare food in advance or just buy some when you feel hungry?
- 4) Do you think it is difficult to find food when driving?
- 5) How often do you eat fast food?
- 6) How long do you spend on eating daily?
- 7) How long does it take you to search or prepare food?
- 8) Do you know the nutrition of food?
- 9) Are you frequently feel hungry during driving?
- 10) Do you think you need to find a better way to prepare the food which is healthy and full of energy?

Findings

VALIDATED

90%(9 out of 10) of the interviewed Uber/Lyft drivers found hard to eat in a healthy way.



Customer Response to Hypothesis

Additional Findings

- 100%(10 out of 10) of the interviewees indicated it only takes less than 15 minutes to eat while driving
- 90%(9 out of 10) of the interviewees works more than 8 hours a day
- 70%(7 out of 10) of the interviewees bring lunch or snacks when driving
- 70%(7 out of 10) of the interviewees have no idea about nutrition and calories of food

Description

- Late 20's to 30's
- Lives in Los Angeles
- Works as a **full-time** Lyft driver or Uber driver

Behavior

- Spends most of time as driver
- Cares about health
- Enjoys driving around the city
- **Has less time to eat**

Needs & Goals

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

