

1 Customer Problem

1.1 5 Working Backwards Questions

1. Who is the **customer**?
 - Governmental Health Agency (contact tracers)
2. What is the customer **problem** or **opportunity**?
 - **What is the problem you are trying to solve**
 - Tracing down and calling contact persons in case of a COVID-19 infection takes too much time and manpower. Currently, everyone has to be called by phone and data is put into Excel. Additionally, a lot of paper work has to be done.
 - The agencies cannot keep up with the work anymore, as COVID-19 cases increase rapidly. As a result, most contacts in Germany cannot be informed anymore.
 - Health Agency employees are at their personal limit
 - What is a more efficient process to be followed when a Corona infection occurs?
 - (Organizing more personnel to cope the pandemic is cost and time intensive)
 - **Take a stab at framing it as a challenge**
 - **How can we map this technology to real-world contact tracing process?**
 - How can we automate the contacting process?
 - **Now state the ultimate impact you are trying to have**
 - Simplify, automate and digitalize the notification process
 - Track and inform as many cases as possible to lower the number of corona cases and the spreading of the virus → get the pandemic under control!
 - Lower administrative work at governmental authorities, which they can't keep up with anymore as numbers increase
3. What is the most important customer **benefit**?
 - Automated Notifications: More efficient way to reach people that have been in contact with an infected person & index persons
 - Reduced manual phone calls
 - Time to focus on more severe cases/ people that are not using the app
 - Clear overview of cases
 - Tracking more virus infections due to time savings
 - Protecting society in the long run
 - Efficiency and automation saves money through reducing manual work

4. How do you know what customers **need or want**?

- Interview with J. Schlamp (maybe he already did some surveys, interviews etc. to find out about the customer's needs)
→ Done at 20.10.2020
- Interview with Health agency employee
→ Done at 05.11.2020
- Interview with university IT department
→ Done by Prof. Günzel
- Interview with infected students about current process
→ Done at different occasions
- Learning about rules and regulations to be followed (e.g. DSGVO/GDPR)

5. What does the customer **experience** look like?

- Easy set-up of CoCo
- Easy-to-understand and appealing KPI dashboard
- Simple handling of notification system → send out information with just a few clicks
- Overview of all cases and contact persons and their current status
- Training material and videos for knowledge building