

# 1 Customer Problem

## 1.1 5 Working Backwards Questions

### 1.1.1 Who is the customer?

- Generation Z
- Age: born 1995 or later
- Lifestyle: Gen Z is very interested in sustainability, enjoy game applications, digital natives, life without a smartphone would be unimaginable.
- Interests: strong level of awareness when it comes to health and wellbeing, 95 % use social media (Idea: Can we connect our app to Facebook/ Instagram, to give the user the opportunity to post challenges/ achievements? - Gen Z expects a seamless connection across all touchpoints)
- Applications: convenience when it comes to apps; use apps to track health, wellness, fitness; prefer apps/ technologies that can be tailored precisely to individual needs; the app design should have to be as intuitive as possible.

#### APP TYPES USED

% of Gen Zs who report using the following types of apps in the past month:



Figure 1: Mobile behaviours of Gen. Z (Source: Freer, 2019)

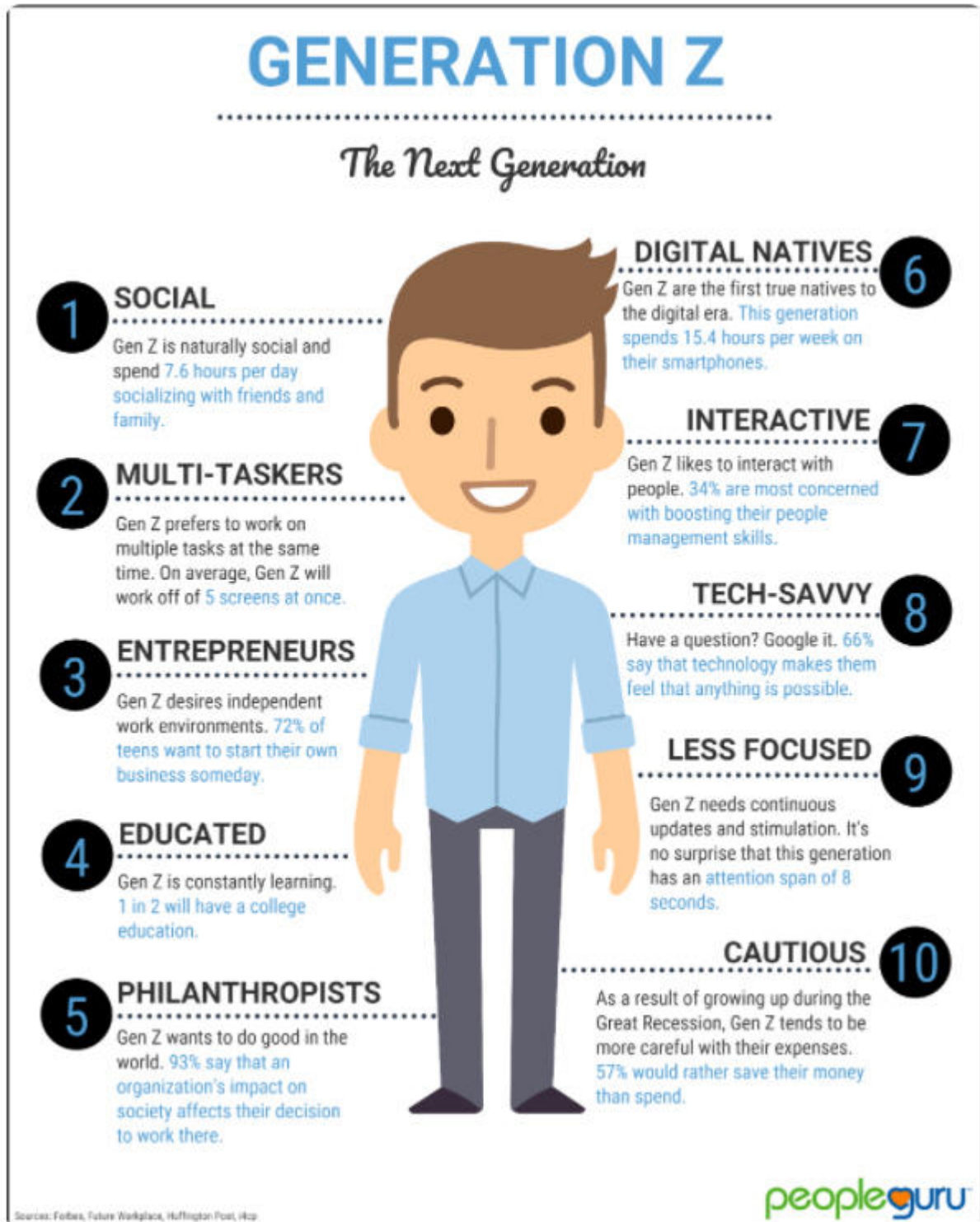


Figure 2: Generation Z Characteristics



Figure 3: Generation Z in a nutshell

### 1.1.2 What is the customer problem or opportunity?

- Today, young people (Gen. Z) are consciously aware of the dangers/consequences that the behaviours and habits of us humans have on the planet and would want to do more towards becoming more sustainable to save the earth. This is because they are scared of what the future will hold as a result of climate change. According to Amnesty International, climate change is at the top of the list of most vital challenges, according to young people. Another survey of the new future of Humanity survey conducted with over 100,000 young adults across 22 countries revealed that 41% of them described global warming as the most important issues the world faces currently (Barbiroglio, 2019).
- In line with this, there has been a large influx of information regarding what can do about climate change in recent times. For a long time, until recently, the issue of sustainability was something we were not really confronted with or a part of our daily lives and suddenly we are confronted on a daily basis by problems that are related to climate change, plastic waste, among others. These issues are pressing and there must be a way to motivate us, humans and most importantly, Gen. Z to do something about it.
- In 2003 already, over 40% of people felt overwhelmed about the environmental messages that were in circulation around them. It is no surprise then if people do not only feel overwhelmed about this but also guilty, in the sense that they should be more active in helping the planet. However, guilt is not the right way to motivate a change in behaviour. According to a 2018 study by Princeton University, people are less likely to try towards living sustainably or take steps in improving climate change when they feel guilty about it. Communicating environmental challenges in the right way could motivate people to live a more sustainable lifestyle.

#### Take a stab at framing it as a challenge.

- How do we get GenZ to change their behaviour to a more conscious one toward environmental issues?

#### Now state the ultimate impact you are trying to have.

- Ultimate Impact: Integrate and incorporate sustainable habits into the daily activities of Gen. Z in a fun, learning, and non-overwhelming manner.

### 1.1.3 What is the most important customer benefit?

- Living life with less climate catastrophes. If the GenZ does not awake from the current way of thinking (i.e., not acting towards the 17 Sustainable Development Goals (SDGs)), the children of this Generation would face lots of climate disasters and additionally, the health of the people will be at risk (microplastic, global virus...)
- Furthermore, Education for a sustainable lifestyle with fun.

### 1.1.4 How do you know what customers need or want?

There are many forms to generate insights into what the customer wants. Some examples are:

- Behavioural metrics (quantitative measures i.e., through direct observation)
- Qualitative Feedback
  - Verbal feedback from the customer (what and why the customer does)
  - Qualitative observation (what and how they are doing)
- Subjective metrics:
  - Closed-ended rating scales.
  - Through existing standardized instruments

Our TipTabToe way to collect data:

→ write down the hypothesis of what customers' needs and what their problems are.

1. Literature Review
  - Studies on GenZ
  - Studies on environmental-related behaviour
2. Defining Hypotheses based on the Literature Review.
3. Re-Check the Hypotheses with a small number of representative experts (GenZ people, randomly chosen)

Further questions to ask inside the group:

- What does the customer buy?
- Why do they buy it?
- Who is the buyer? (make sure you address the right individuals which are responsible for "closing the deal with our product")

Gen. Z needs and gains:

PWC Study (<https://www.pwc.de/de/handel-und-konsumguter/gen-z-is-talking-are-you-listening.pdf>):

- Demands technologies that can be tailored precisely to individual needs.
- Convenience is key for Gen. Z.
  - App development must be as intuitive as possible.
  - ALWAYS: use agile methodologies like design thinking or rapid prototyping to get customers feedback in an early stage
  - Central criteria for the app: high usability
- GenZ check and track their own health data daily.
- Personalisation of content through recommendation mechanism in the user interfaces is very important (video-on-demand are used intensively on all devices, including mobile)
- Cloud gaming is a key: it offers players to play independent of time, place, and infrastructure.
- On-demand solution = key

#### 1.1.5 What does the customer experience look like?

##### **Expectations**

Which motives, attitude and questions do customers have when getting in contact with the company? (also see Empathy map)

→ Through the game I will:

- Learn more about sustainability.
- Have fun!

- Be motivated to implement the newly learned into my everyday life.
- Show my friends/family/ "competitors" that I know more than them.

## Touchpoints

Which contact points with the topic / game do the customers have?

- Social Media (Generation Z uses mobile devices very much)
- Challenges → ice-bucket-challenge for MS as an idea
- Every day live: How can I reduce waste, live more sustainable, ...
- Idea: items in the city like trash cans, public transport, ... → whatever represents sustainable behaviour or wherever the person could have an impact.

## Experiences

Which positive or negative experiences does the customer have on the touchpoint?

- Feeling: "I know how this works (better)" vs. "I don't know enough yet"
- I could have a huge impact.
- How sad that only a few people know about climate change.
- How easy it is to make a change - even if a little step.

## Relevance

What relevance does the touchpoint have in the particular situation?

- Motivates people to learn.
- Raises awareness of sustainable behaviour.

## Commitment Potential

Would the customer use the service again or even recommend?

- Yes, if the customer has fun playing with friends and family.
  - Requirement: having the interest to play the game again.

## Property Ownership

Are the touchpoints supervised by the client himself or by a third party?



- The touchpoints would be supervised by the client in most cases unless a third party is contracted.

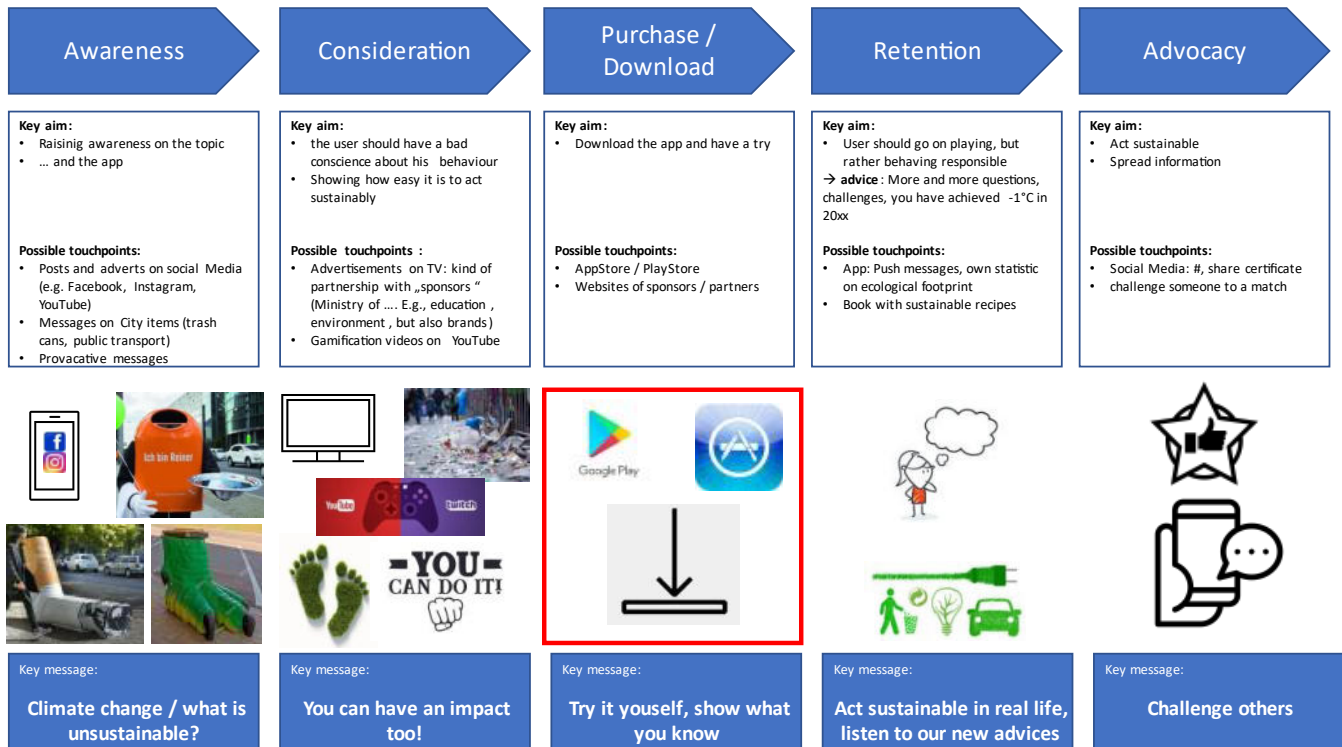


Figure 4: Customer Journey. Own Illustration