Assignment 1: Deciding what to build.

Learning Objectives:

Identify relevant sources of learning and elicit requirements from them;

Interview the customer to explore the problem space and understand their needs;

Research and learn from the existing solutions;

Split the product into several MVPs;

ToDo:

Part 1: Form the Team
- ☐ Meet your team
- ☐ Discuss the project
- ☐ Arrange a meeting with the customer (no delays here please!)
- ☐ Discuss approximate roles each one of you can take
- ☐ Distribute the responsibilities
- ☐ Setup Gitlab accounts

Part 2: Prepare the script and conduct the interview.
- ☐ Contact the customer to arrange a meeting or call. Plan for 20-30 minutes, but ask for a 60-minute slot if they are available. The whole team must attend.
- ☐ With your customer in mind, design an **interview script** with closed- and open-ended questions that cover the project background and goals. The questions should also explore in depth how that person operates in the problem space.
- ☐ Apply the three Mom test principles to improve the script. Provide notes at the end of the script with examples of what exactly you improved.
- ☐ The suggested process for creation: Start separately, every team member writes his own version of questions they want to ask. Then merge the individual scripts and proceed to a team discussion and improvement. Document the improvements as you move along.
- ☐ Conduct the interview. Distribute the roles. Take detailed notes during the interview. Make an audio or video recording so you don't miss anything. Make sure to ask permission to record.

Part 3: Research existing solutions
At this point you should have a more or less clear idea of what the customer needs are. Now you need to improve your understanding by looking at the existing solutions in the market.
- ☐ Pick and explore 5 alternatives/products similar to yours

☐ Take screenshots and notes along the way and merge them on your research board in Figma, Miro or some other easily accessible tool

☐ Make a qualitative analysis table for the features/characteristics you discover in the products

☐ List all things you would like to see in your product

Part 4: Write a 1-page report on what you've learnt from the interview and product research:

☐ List the most important learning points from the interview. Include the user's goals, context in which the product is to be used, and pain points that you can target.

☐ List the main features that should go into your Minimum Viable Product versions (MVP v1, v2, v3). What are the core value points for the customer?

☐ Questions to be further clarified with the customer or through research.

☐ How did you use AI/LLMs in your assignment? Report which parts were LLM-produced.

☐ Your next steps as the team.

Deliverables:

A PDF including following sections:
- title page with team members, roles, and **who did what during the week;**
- interview script with notes on the improvement;
- the interview notes/transcript;
- link to the recording;
- link to the product research board;
- qualitative analysis table;
- the **1-page** report;

Further Guidance:

Format and content: The overall length of your PDF-submission should not exceed 4 pages excluding the title page. Keep it structured, easy to read and to the point. Take this assignment as an example, we tried to make it simple to read, and each new section builds on the previous, giving you the full picture at the end.

Submission in Moodle: It is enough to have one submission from each team.

Using AI tools: It's okay to use whatever tools, but with two conditions. You have to report that a tool was used. The result must be dense with value and have no water or useless phrases. Using tools without acknowledgement or submitting a low-value AI-generated content means getting a fail for the assignment.

Assessment: Your results will be evaluated based on the overall quality of your effort and presentation of results.

University Gitlab: You can login into the university Gitlab using your university account. Link: https://gitlab.pg.innopolis.university