

Meeting With Folks at Ford

2/9/2022

Attendees:

Brandon Johnson
Eric Hudson
Shadan Ahmadi
Chuck Gray
Szilard Vajda
Lucas Keizur
Adrian Balfour

Meeting Process:

Lucas Introduced himself.
The people at Ford introduced themselves.
Lucas began talking about the trip to the Ford dealership.
Discussed what he liked/disliked and the charging experience.
Lucas opened Midterm presentation and discussed problem statement, Our solution, and UI.
Bob then opened the discussion to their experiences with quality in everyday products
The discussion went as follows →
Lucas and Vajda stepped out so they could continue their meeting.

Meeting Notes:

Brandon: (Grub Hub/Uber Eats) wants the app to know what he wants; he wants the app to already know his credit card info.

Eric: Watched the Beatles doc. Mind blown. Really amazed by how they went from nothing to a great album.

Shadan: Being close to the topic of bringing home a product in 4-5 weeks. What does quality mean. Netflix was hacked and turned to Spanish language. Called Netflix, they said it was hacked. they helped her fix her accounts. they were there for her and made it easy.

Bob: his wife loves jimmy johns, hates tomatoes. gets num 11. Hits button on food app, order gets instantly made.

For the charging app, how do we take data about if the customer is happy, pre-done charging station I've been too, think about flexibility.

Meeting Synthesis:

Bob asked everyone the question of 'what is an example of quality in an everyday life?'. Brandon began by talking about a food ordering app. In comparing it to ENRoute, he talked about wanting an app to know what he likes as he is able to easily reorder his favorite foods. Relative to ENRoute, he would drive a car because he wants to go fast and an app that can accommodate his desire for speed, such as knowing what chargers he wants and making the process simple, is ideal. Then went Eric. He had recently watched the Beatles 'Get Back' documentary on Disney+.

He was blown away by the way they went from nothing, with no structure, to an amazing album. Relative to a modern business, they managed to develop an exceptional product through innovation, inspiration, and passion. They worked tirelessly for a product that they all unanimously believed in. After Eric, went Shadan. She had at one point experienced her Netflix account being hacked. There was 60+ new names on the account and the language was changed to Spanish so she didn't know how to recover her account. She called Netflix, they understood right away that her account had been hacked and were very transparent with her. In 10 minutes, she had her account back. She admired the level of flexibility and reactivity that the helpdesk had in recovering her account. Finally, Bob shared his experience. Like Brandon, Bob loves to use his food delivery app. His wife loves Jimmy John's, while he hates it. Her regular order is a number 11 with no tomatoes as she hates them. Bob, with a single click, is able to order the perfect order for his wife because the app takes into account his frequented decisions.

When it comes to ENRoute, how can these characteristics of quality be applied:

Considering the customer's needs:

Like what Brandon was saying, could we somehow take advantage of apple pay so the user never has to deal with inputting their credit card? Could we remember which chargers the user prefers to use. Could we consider the battery percentage of the car so that the app can take on the stress of range anxiety and not the user?

Being flexible to failure:

What if we provide the user a bad charger? Or misinterpret their memberships? How can we apply ourselves in a way that is caring to the user? Could there be a help button?

Applying passion when running into problems (like the Beetles):

How can we get past the barricade of charger Networks? How can we navigate the development of the app with the resources of a student and still produce something that is impressive and inspiring?