5 Working Backwards Questions Storyboard and Empathy Map Solution Press Release

Solution FAQs

Solution Prototype

# **CUSTOMER.**

Who is the customer?

What is the customer problem or opportunity

What is the most important customer benefit?

How do you know what customers need or want?

What does the customer experience look like?

## Citizens, age 15 - 29

- People who live in Munich
- · People moving to Munich
- Exchange students

#### What are their needs?

- be connected with friends
- connect with new people
- · be informed about events
- (sport/party/culture/...)
- chance to get quick informations about events
- what is everybody else doing
- information about new shops/restaurants
- · getting quick infos

## Citizens, age **30 - 49**

- · People who live in Munich
- People moving to Munich

#### What are their needs?

- get connected
- be informed about events (Museum/guided tours/partys/sport)
- sales platform (ebay)
- real estate market

## Citizens, age 50+

- People who live in Munich
- · People moving to Munich

#### What are the customer needs?

- be informed about events (Museum/guided tours)
- get information easy and many

# **CUSTOMER PROBLEMS/OPPORTUNITY.**

Who is the customer?

What is the customer problem or opportunity

What is the most important customer benefit?

How do you know what customers need or want?

What does the customer experience look like?

## Citizens, age 15 - 29

**Today** 15-29 year olds **have to** be informed about what is happening in their city, which events are taking place, which new shops/bars are opening and how to connect and stay connected with friends or new people **when** they live in a city or are new to it in order to stay up to date.

## Citizens, age **30 - 49**

**Today** 30-49 year olds **have to** be informed about the news in their city, what events are taking place and how they can easily stay in touch with friends from their city as well as what's new in the city such as renovations or changes to public transport **when** living in fast moving city where you have to be always up to date.

## Citizens, age 50+

**Today** 50+ year olds **have to** be informed about the news in their city like any renovations, changes to public transport as well as about events at cinema, theatre, city itself, etc. **when** willing to be up to date and to have the chance for a "young lifestyle".

# **CUSTOMER BENEFITS.**

Who is the customer?

What is the customer problem or opportunity

What is the most important customer benefit?

How do you know what customers need or want?

What does the customer experience look like?

## Citizens, age **15 - 29**

- public Social Network to connect with other citizens
- easily find the services of the City of Munich
- overview about activities (sport, culture, education... ~age related)
- Easily connect with friends and newcomers and get a quick overview of events that are of personal interest

## Citizens, age **30 - 49**

- Quick overview of the most important information
- latest events
- quick finding of interesting groups/ portales/ offers

## Citizens, age 50+

- Quickly and above all easily, i.e. with a few clicks
- get the most important information in an overview with the option to get details

# **CUSTOMER BENEFITS.**

Who is the customer?

What is the customer problem or opportunity

What is the most important customer benefit?

How do you know what customers need or want? What does the customer experience look like?

#### **USPs of ComMunich**



Credibility



Locality



Identification



New User Experience

# **CUSTOMER NEEDS.**

Who is the customer? What is the customer problem or opportunity

What is the most important customer benefit?

How do you know what customers need or want?

What does the customer experience look like?







# 學園 Special Features

- · prioritizing options of topics/persons
- · favorites page like a kind of pinboard with note option
- Online MVV Tickets
- Partner exchange
- view over bicycle roads
- Neighborhood help

# **CUSTOMER EXPERIENCE.**

Who is the customer?

What is the customer problem or opportunity

What is the most important customer benefit?

How do you know what customers need or want?

What does the customer experience look like?

