

ALX Professional Foundations (PF): Week #6 Milestone Worksheet

SECTION A: User Interview Preparation

Step 1: Restate your team's problem statement

Please write your team's agreed-upon problem statement from Week 6 here:

Step 1: My Team's Problem Statement

Team's Problem Statement: Restate your team's agreed-upon problem statement. This should come from your team's discussions earlier in the project.

User Persona: Create a detailed description of your target user. This should include demographics, pain points, goals, motivations, behaviors, and their needs and wants.

Interview Questions: Prepare a list of at least 5 questions that you will ask during the interview to understand your target user's pain points and expectations better.

Step 2: Define the User Persona

Define the person you're solving the problem for in as specific terms as possible. This is important as this person is the one who will ultimately benefit from your solutions, and you'll be interviewing someone who fits these criteria. This means identifying the characteristics, objectives, motives, and pain points of your target users. In the space below, define this user by creating a detailed user persona of them using the following descriptions:

- **Demographics:** Age, gender, location, education, family status, interests, hobbies and more
- **Pain points:** What the user might have trouble with, like being not very tech savvy. Identify at least 2.
- **Goals:** What the user wants to achieve using your product or what are their goals with respect to the problem they're facing.
- **Motivations:** What motivates the user to use a product or solve their problem. How motivated are they to receive a potential solution?
- **Behavior:** How the user might behave in the context of the problem or when a solution is presented to them.

- Customer needs and wants: What the customer might need or want as a potential solution to their problem.

Step 2: User Persona

Demographics:

- **Age:** 25-40 years old
- **Gender:** Male/Female
- **Location:** Urban areas, tech-savvy regions
- **Education:** College degree, some background in technology or business
- **Family Status:** Single or married, with or without children
- **Interests:** Interested in improving work productivity, enjoys using apps to simplify daily tasks, values time management tools
- **Hobbies:** Reading tech blogs, social media, and personal development

Pain Points:

1. Struggles with organizing multiple tasks efficiently and loses track of deadlines.
2. Lacks a simple way to manage both personal and work-related responsibilities in one place.

Goals:

- The user wants a solution that helps them manage tasks, projects, and daily activities in a streamlined and organized manner.
- They aim to stay on top of their priorities and have a clear overview of upcoming deadlines.

Motivations:

- The user is motivated to find a solution that can simplify their workflow, reduce stress, and improve productivity.
- They want to reduce the time spent on managing tasks and focus on executing them.

Behavior:

- They are tech-savvy and open to using new tools and apps, but they get easily frustrated by complex interfaces.
- Prefers using a mobile app or web-based platform, as they often multitask and need something accessible on the go.

Customer Needs and Wants:

- **Needs:** A clean, intuitive app or software that consolidates task lists, reminders, and scheduling into one easy-to-use platform.
- **Wants:** An app that integrates with other tools they already use (e.g., Google Calendar, email, etc.), offers real-time updates, and syncs across devices. They also want customizable features to suit both personal and professional needs.

Step 3: Interview Questions

Now that you have your user persona defined, let's prepare for the interview by defining the questions that you'll be asking during the interview. To do so, provide the list of questions that intend to ask during the interview in the space below. These questions should help you understand the problem and how it affects the target users better. Write down at least 5 primary questions that you're going to ask.

Step 3: Interview Questions

What challenges do you face when [describe the problem] in your daily routine?

- This helps identify the user's pain points in relation to the problem.

Can you describe a recent situation where this problem significantly affected you?

- This provides context and a specific example of how the problem impacts their life.

How do you currently try to solve this problem, and what difficulties do you face with those solutions?

- This explores what the user has already tried and whether existing solutions meet their needs.

What would an ideal solution look like for you?

- Helps uncover the user's expectations for a solution.

How likely are you to use a new product or service that solves this problem? What factors would make you more or less likely to use it?

- This gives insight into the user's motivation to adopt a new solution.

What specific features would you find most helpful in a product designed to solve this problem?

- To get feedback on potential features that can be included in the solution.

How much of a priority is solving this problem in your daily life?

- This helps gauge the urgency of the problem and how important it is to the user.

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SECTION B: User Interview Insights

Step 1: Interviewee Information

Please write the name and other details of the interviewee you interviewed for the information.

Step 1: Interviewee Information

Interviewee Name:

Interviewee Occupation:

Interviewee Age & Location:

Step 2: Interview Insights

What did you learn from the interview? Provide the main points that you gathered through the interview about your problem. On the whole, what was new that you learnt about your problem and its effect on people? What were the most pressing concerns and pain points mentioned in the interviews? What recommendations did you receive from the interviewees about possible solutions? Did you uncover any new factors surrounding the problem that you didn't consider before? All in all, identify at least 5 major themes with details.

Step 2: Interview Insights

Interviewee Name: **Montyeid**

Interviewee Occupation:

Interviewee Age & Location: 28 , discord

SECTION C: Generating Solutions

Step 1: Meeting Date, Time, & Location

Please list when and where your team meeting took place.

Step 1: Meeting Date, Time, & Location

- A. Date: 10//2/2024
- B. Time: 3:24
- C. Location: discord

Step 2: Meeting Attendees

Please list who attended your team meeting, and their primary role.

Step 2: Meeting Attendees
1.
2.
3.
4.
5.
6.

Step 3: Bad Idea Brainstorm

It's time to start thinking about solutions to the problem. Use all the information you now have about the problem (from your research last week and the interviews this week) to start thinking of possible solutions. As you have studied in Canvas modules, it's always good to first gather as many ideas as possible. So at this stage, don't hold back, put your divergent thinking hat on, and let the creativity flow to gather as many ideas as possible. As a team, you must generate at least 10 new bad ideas. Remember, the dumber the idea, the better! This is to help you work as a team to be non-critical. Stay in divergent thinking. It helps to say "thank you" after every idea is shared.

Step 3: Brainstormed Ideas
1.
2.
3.
4.
5.
6.
7.
8.
9.

- 10.
- 11.
- 12.

Step 4: Team's Final Selected Solution Idea

Your next task is to narrow your choices, which will put you in a convergent thinking mindset. You should have some discussion and debate about this, and try to reach a consensus on a final solution to your problem that your team is going to consider working on for the rest of Month 2. These ideas can be totally new, or they can be the same or variations from ideas you've already come up with. Remember that they should involve some sort of technology (either a piece of software like an app or algorithm, or a physical device such as a robotic fish or machine that scans your DNA). You will not have to build the solution out. But you will have to create some type of basic prototype (if it is a device) or a set of wireframes (if it is an app/software). You will not have to actually create the technology or code.

You must figure out a fair way to reach a consensus with your group, including a discussion where everyone's voice can be heard.

Step 4: Team's Final Selected Solution Idea

SECTION D: Product Planning

Step 1: Product Description

You learnt about product planning and product descriptions in Weeks 4 and 5. Now it's time to apply that learning to create these descriptions to plan for your solution. In the space below, describe the solutions that you're building, in as much detail as possible. Ask yourself the following questions:

- What does the ideal solution look like? Will it be an app or a physical item or a software service? What will it look like aesthetically?
- How the ideal solution will function, and how will users interact with it? Will the users create profiles? Will there be a dashboard (and what will it show)? Will there be other forms of screens or interactions that users will perform? How will users operate the product?
- What will be the features of the solution? How will you define and describe these features and how will users access these features on the app or physical product?

Step 1: Product Description

Step 2: Product Solution

Before we finalize everything for the week, it's also important to very clearly define how your product is going to solve the problem that you set out to solve. You can do so by answering the following questions:

- What specifics about the product or app contribute to solving the problem?
- How do these specific features contribute to solving the problem?
- How does the product help the people you're creating the solution for?

Step 2: Product Solution

Step 3: Reflections (Individual)

Please share your **personal** reflections on your experience with your team so far.

Step 3: Team Process Reflections

- A. What is working well with your team?
- B. What is one good thing that happened during your team meeting?
- C. What is one thing your team could do better in the next meeting?

- D. Are you experiencing any concerns or frustrations with your team? If yes, what can you personally do to lessen the concern/frustration?**

- E. How would you rate your ability to communicate with your team members on a scale of 1 to 4? (1=extremely poor and 4=excellent)**

- F. Overall, how satisfied are you with how well your team is working together? (On a scale of 1 to 4, with 1=extremely poor and 4=excellent)**

- G. Is there anything else you'd like to share about your team and their process?**