

Customer Discovery Presentation Briefing 17th Oct 2024, Session 21

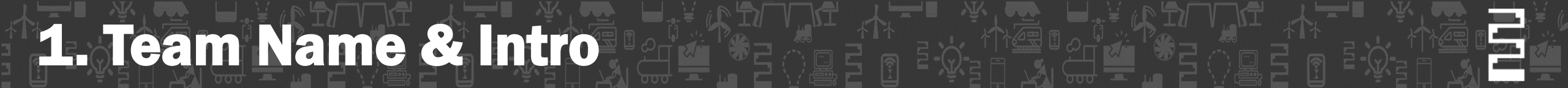
Dates : 19th and 20th Oct, Online

- **Schedule has been published**
- **Entire team has to log in to Zoom link provided, FROM THEIR LAPTOPS**
- **You have to rename yourself with Team Name _ Your name**
- **Teams need to be present only for their presentation , VIDEOS NEED TO BE ON**
- **12 minutes to present , 8 minutes for Viva , STUDENTS NEED TO SHARE SCREEN**
- **Questions will be asked individually**
- **Deck with 12 slides, explanations coming up**
- **Prof Ramesh / Prof Anu will read the deck beforehand.**
- **Use the presentation to focus on the Customer Discovery part and output of that phase**

Evaluation Criteria



#	Component	Marks
1	Listing of Hypotheses	2
2	Customer Discovery Questionnaire	2
3	Customers met (Quality / Quantity)	2
4	Analysis of learnings from Customer Discovery & Hypotheses Validation	3
5	Sharpened Customer Segment & Value Proposition	2
6	Solution	1
7	Individual Question (Viva)	3
8	Total	15



1. Team Name & Intro

In whatever manner you want to do this

2. Problem Statement



Can be same as Ideas presentation

3. Original Solution

Can be same as Ideas presentation

4. Listing of Hypotheses

- **Minimum of 5 Hypotheses**
- **Ideally stay close to 5**
- **Hypotheses related to**
 - **Customer Segment**
 - **Needs of customers**
 - **Competition / Currently used product**

- 
- 
- THE HYPOTHESES**
1. Automobile manufacturers(Petrol/Diesel) in India are actively looking for ways to reduce the harmful emissions from their automobiles to make them more sustainable and environment-friendly.
 2. Environmental regulations and emission standards are becoming stricter, driving demand for emissions control technologies
 3. Consumers are willing to pay a premium for advanced air filtration systems in their vehicles.
 4. Government incentives or subsidies for emissions reduction technologies can drive adoption among vehicle manufacturers towards RnD in this field.
 5. Public transportation agencies and operators may consider air filtration systems to enhance the air quality in buses and trains.

In order to validate this, we will conduct interviews of **5** experts in this field, and will be validated if **60%(3 people)** agree with us.

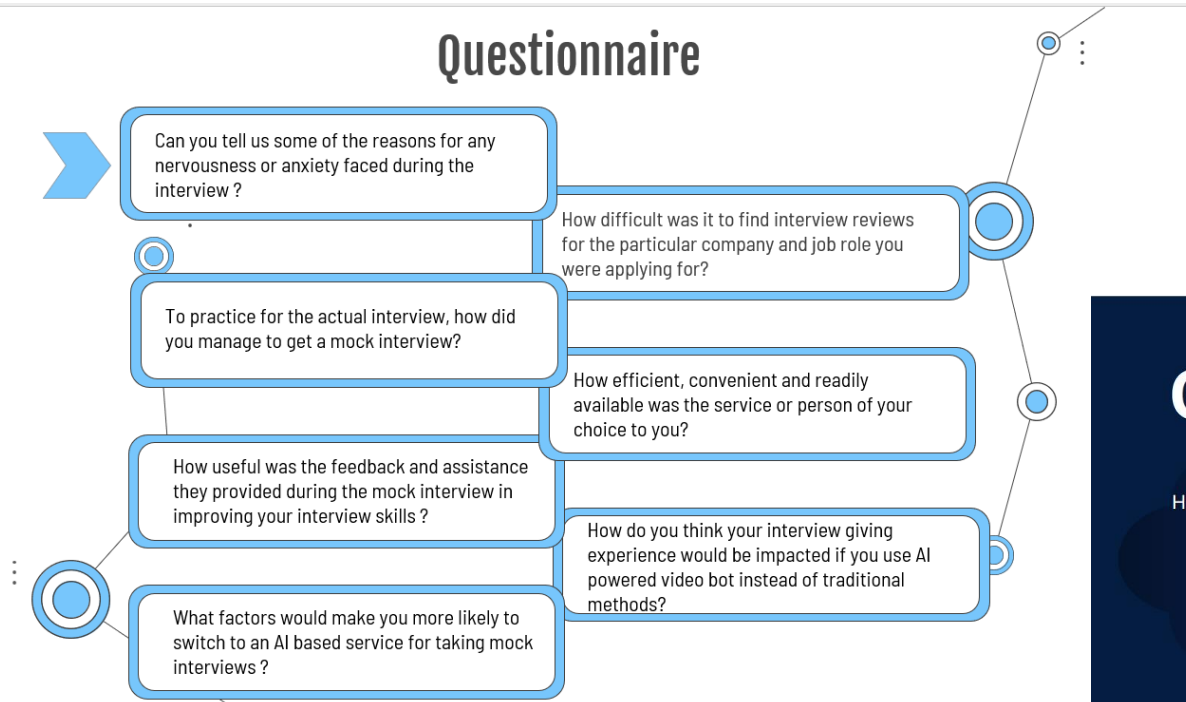
HYPOTHESES

1. We believe that educators believe that students face visibility issues in large classrooms and it will be validated if 60% of interviewee agrees with
2. We believe that teachers prefer board writing over writing on tab or slides presentation and it will be validated if 50% of interviewee agrees with it.
3. We believe that educators face challenges in adapting to digital tools and prefer traditional teaching methods and it will be validated if 40% of interviewee agrees with it.
4. We believe that Educators spend a significant amount of time preparing digital presentations and it will be validated if 50% of interviewee agrees with it.
5. We believe that existing solutions like interactive boards are expensive and have unnecessary features and it will be validated if 60% of interviewee agrees with it.

5. Customer Discovery Script / Questionnaire

Ensure that key points come across. Don't fit in small font size .

Questionnaire



Questionnaire

How would you describe your current approach to managing your personal finances concerning budgeting/saving money?

Why do you think some individuals struggle with budgeting and saving money while others find it easier? Can you share your own experiences or observations?

How familiar are you with ChatGPT or similar AI technologies, and can you describe any experiences or interactions you've had with such technology?

What features or functionalities would you expect from an AI chatbot solution for income tax filing and also tell us about your willingness to pay for such AI service?

How do you feel about the privacy of your financial information when discussing it with your tax assistant? Please share your thoughts and any concerns you may have?

What is your current method for tax filing, and do you have any concerns related to tax dues, refunds, or meeting tax deadlines that may lead to worries about receiving an IT notice?

6. Customers / Experts / Stakeholders spoken to

Customer met during customer discovery



- Spoke to 13 farmers
- Small, medium and large scale farmers from Maharashtra, Rajasthan and Gujarat
- We met a scientist doing research on organic farming methods. He is appointed by one farmer to do complete organic farming and we discussed about our technology

Course Survey

CUSTOMER DISCOVERY

This survey is taken as a part of course project for ENT 603, IIT Bombay. It would only take



Idea - Piezo on Public Space Pathways

- Railway Station Authorities (CSMT)
- Dean IPS, Dean SA, Estate and EMD Office, IIT Bombay
- Principle, KV, Powai
- Domain Expert - Professors at IIT Bombay
- Dean, EMD Department, KJ Somaya
- Ghatkopar Metro Station Authorities

Idea - Piezo in bicycle tires and shoes

- Elite students at IIT Bombay who are passionate about sports and physical fitness
- Working class in the Powai area (including Ghatkopar and Hiranandani)
- Professors at IIT Bombay
- Conducted a google form survey to which **170+** people across the globe responded

Customer Discovery Meeting



Mr. V. P. Chohan
Dy. Ex. Engineer
GWSSB



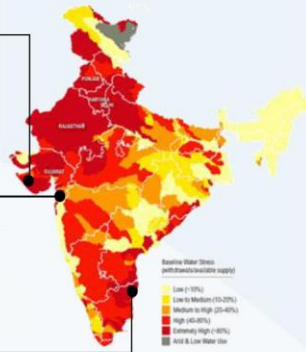
Mr. V.R. Gaikwad
Chief Engineer
WSP, MCGM



Mr. S. Deshpande
Asst. Engineer
WSP, MCGM

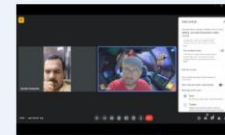
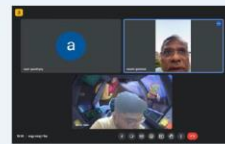


Ms. G.B. Vydahi
Supt. Engineer
CMWSSB

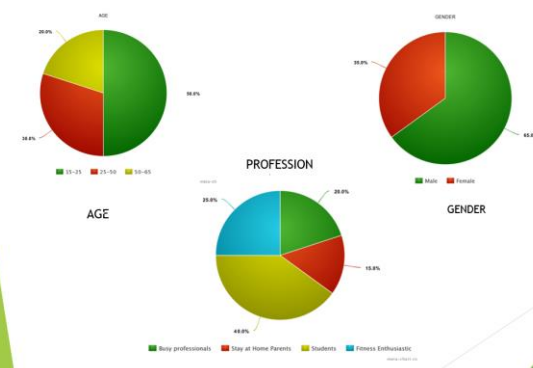


WORLD RESOURCES INSTITUTE

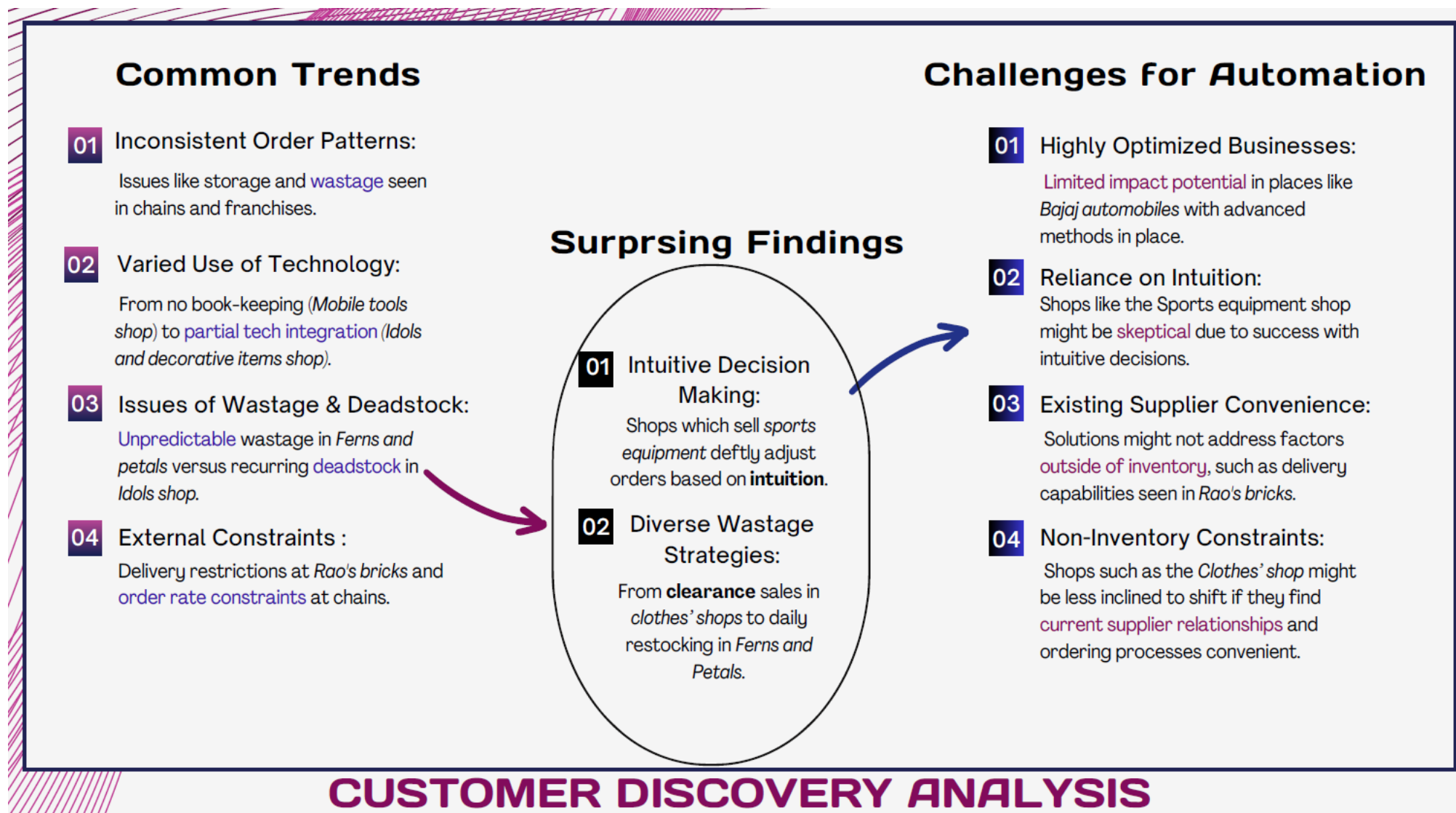
Location of the authority contacted on map showing water stress, Map Ref. WRI



Customers Met


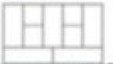


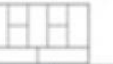


7. Analysis of Customer Discovery



8. Hypotheses Validation

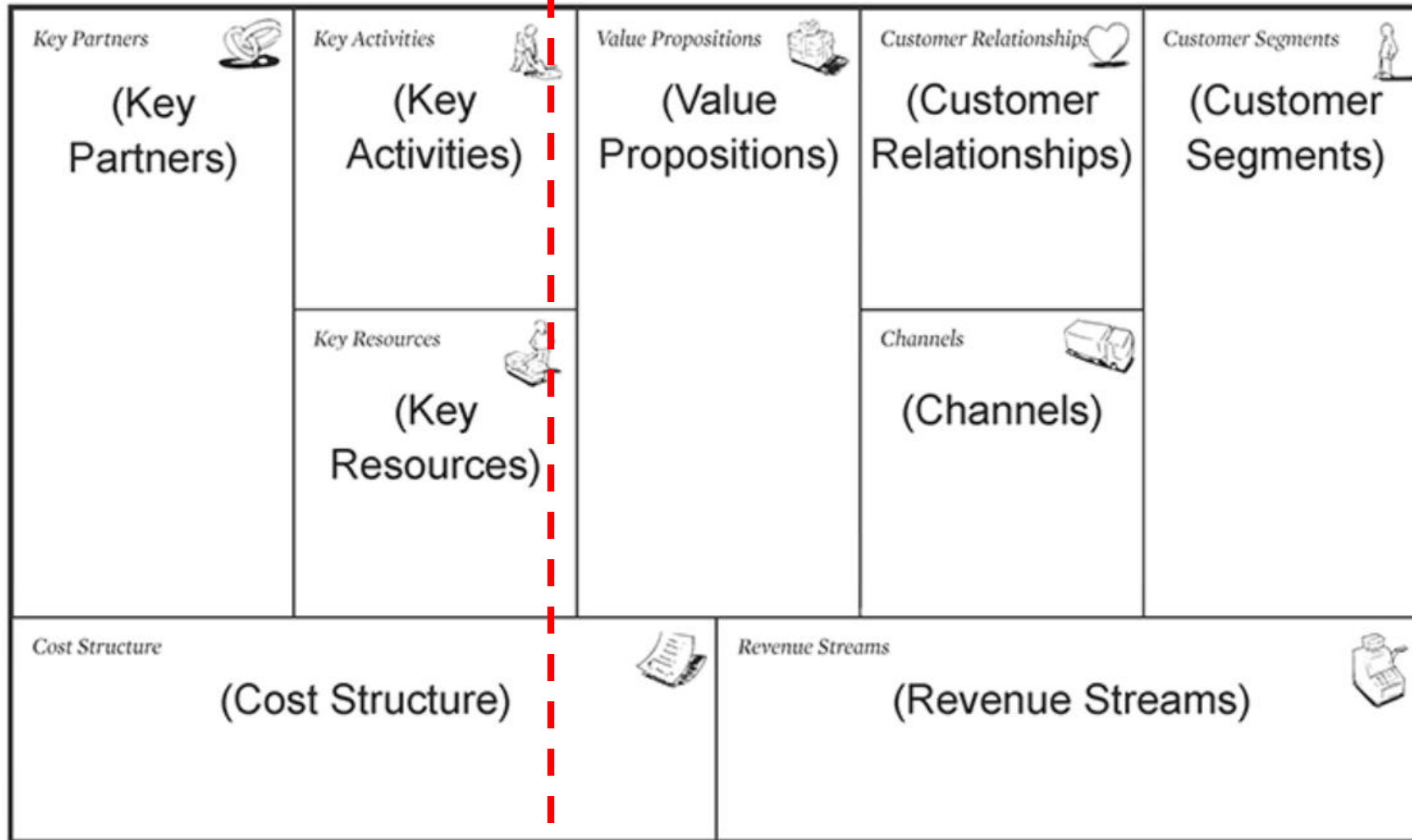
HYPOTHESES VALIDATION

COMPONENTS <small>Select the components of the business model impacted with the hypothesis being tested</small>	HYPOTHESIS 1	HYPOTHESIS 2	HYPOTHESIS 3	HYPOTHESIS 4	HYPOTHESIS 5
HYPOTHESIS <small>Identify the hypothesis being tested</small>	 Fitness enthusiasts will appreciate the product	 Many people face challenges where traditional charging port is unavailable	 Individuals are inclined to adopt tech to enhance overall comfort and convenience.	 Current generation is aware about the environment.	 End-users will embrace and utilize automatable charging solution
TARGET GROUP <small>Define the target group of the experience</small>	People who exercise by their choice	Trekkers and hikers, People who travel for work	Tech-savvy consumers, early adopters of technology	Youth, environment conscious people	elite class and employees, working class who travel
TEST <small>Define the experience to test the hypothesis</small>	while doing their morning walk, people can produce elec	In the mountains, where charging ports are unavailable, trekkers can use this.	Tech-savvy people can use this to save	—	will analyze the behaviour of users
VALIDATION CRITERIA <small>Define the value from which the hypothesis is considered validated</small>	60% audience agrees	atleast 51% of audience agrees	atleast 80% of audience agrees	atleast 60% audience agrees	minimum 70% audience agrees
TEST TIME <small>Define for how long the test is going to run</small>	approx- 1 week	1-week	1-2 month	—	2-6 months tentatively
FILL IN AFTER CONDUCTING THE TEST					
RESULTS <small>Document the test main results</small>	65% Yes	58% People said ya	82% People said Yes	more than 70% gave positive response	more than 70% said yes
LEARNINGS <small>Document the main learnings of this test</small>					
DECISION <small>Write down your decision based on the results and learnings (validated, invalidated, to validate)</small>	validate	validate	validate	validate	validate

9. Revised Customer Value Proposition

- **What is it ?**
- **Who is it for ?**
- **Why is it valuable, superior , differentiated (Flavour of competition / current product should come in here)**
- **Cannot be a listing of features**
- **Needs to be a cohesive sentence**
- **Change from earlier (if any) should come through in this slide**

10. BMC (Right Hand Side) & Elevator Pitch



An elevator pitch could be included , however it is the same as the BMC RHS

Should NOT be a LONG LIST. Should be relevant, Should be cohesive . You don't need to use the template

11. Product / Solution Design

- **From CVP to Product Design**
- **Features & Benefits should come through**
- **Again, not a LONG LIST but a relevant set**

12. Highlights / Concerns

Whatever you want to tell us .