

The class commenced with the introduction of a new topic.

Customer interview and hypotheses.

The professor reminded the class that the upcoming presentation will be done by each group with their spokesperson. A student requested an example of a past project to enable her to have a clue on what to do. The professor responded by telling her that she does not necessarily need to use past projects.

He then asked for the appropriate position for the presenter or the group to stay during the presentation. He pointed out that the best position and requirements are in the following:

- Where your body language will be used to communicate to the audience
- Your voice should be loud and clear
- Your body or the podium should not blind the board from the audience
- Your faces should not betray us but should always capture the attention of the audience.
- The professor finally referred to the communication techniques as captured in the last class.

The lecture proceeded with examples of theories as mentioned: a theory must be substantiated and proven.

The professor asked if anyone is familiar with windows phones? There was a response from a student who said it is a unique phone with distinctive features, but he did not like it. It was concluded that the windows phone is not user friendly unlike the android phones that are more user friendly. In the same vein two students talked about their experience with garmin watch. One said it was difficult to use while the other said it was designed for professionals. She said it is not for everyone.

The professor then said that hypotheses are unsubstantiated and unproven innovation or ideas usually based on opinions by group or person. He posed a question about if the government as a customer is not interested in an app or innovation what will be the developer's reaction? A student answered that the developer should change to another customer or target.

A student asked what will happen if a project fails to achieve the target, should the project be abandoned? Another student answered that the project can be recreated. Professor then said that the developer can choose another customer or target.

The professor told the class that if your product is not acceptable to your targeted customers, you can talk to more people and test it out. He also said you can modify the product.

The professor went further to say that hypotheses are usually not evidence and statistic based.

He also gave the following instructions:

- Do not ask direct questions to your customers (bad questions).
- Focus on what connects the people more and execute it.
- Keep an open mind.
- Use A/B testing which compares two products.
- Check how you reconcile your feedback from results to you can continue or abandon it.
- If you cannot improve the product, create a new one.

While this was going on a student suggested having a patent is better even if the project failed.

The professor approved the suggestion and further said that sometimes it depends on the idea and what we believe. He said that we can consider the future. If it failed now, it would succeed later. He testified that Amazon started in 1999 and made their first profit in 2018.

He concluded that if you cannot improve or create do not ask a question or test a hypothesis.

At this juncture the class went into the group exercise session for 10 minutes. (Breakout rooms)

The task for each group is to create a hypothesis

Some of the hypotheses from some groups are thus:

1. Covid 19 has less impact on the online product buying. (public)

Questions:

How often do you buy online?

What are the worries about the covid 19 and precautionary measures?

Is this strictly limited to covid era, or can it be enhanced for future use?

Metric:

The statistics of online buyers

The effect on conventional markets

The reliability of online buying

2. Endoscopy device for patients, patients do not like swallow it.

Questions:

How do you feel one hour after the procedure?

How would you react if you are required to do the procedure again?

How would recommend it to your friend?

Metric:

The thickness of the scope

The level of satisfaction of patients (1-10)

The flexibility of the scope.

After the 10 minutes breakout the class went into normal session and some spokespersons from the groups made known their hypotheses.

One of the groups talked about biosensor for drivers

Hypotheses: is technology sufficient for safe driving?

Why people do not like wet tires?

Drunk driving consequences: injury, death, and damage

Possible solutions: incentives, public transport, penalty.

The class proceeded with professor mentioning the important ways of qualitative research and how to get data from potential customers as follows:

Do not ask customers how much they are willing to pay for product or services.

There should incentive to customers instead of pressure

It is better to find the customers passion

Interviewing is a vital tool to get real or relevant information.

The 3 major ways of data collection: structured, semi structured and unstructured

Conclusively, the professor said that getting the depth of customers mindset is what we need for qualitative research.