

Milestone 1 Task 1

Run Problem Interviews

PV name - < ... >

Team name - < ... >

Team members - < ... >

By now, you have identified a problem that you feel is worth solving. However, you need to talk to customers to understand their “worldview” or their point of view about the problem before coming up with a solution. You also need to validate and double-check that this is indeed a problem worth solving and is rated as critical from the customer’s point of view.

The Problem Interview is your chance to check or validate your thoughts/ views about the problem you identified earlier through answers to the following questions:

- How do customers rate the problem that you have identified as worth solving? Is it a problem which is must-to-address, nice-to-address, or doesn’t need to be addressed?
- How is the customer currently addressing this problem?
- What are the existing alternatives available to address this problem?

Instructions:

1. Go through the **Problem-Interview steps** given on **Page 2** of this handout.
2. Next, go through the **Best Practices on How to Run Problem Interviews** given on Page 3 of this handout.
3. You will work with your practice venture team on this Milestone task.
4. It is recommended that you interview at least 10 people. You can split yourselves in smaller groups within your practice venture teams to do this.
5. Once you have completed interviewing 10 people, **fill up the table given on Page 4** of this handout.
6. Feel free to reach out to your facilitator if you have any questions.

Given below are steps that you can use to run your problem interviews:

1. **Welcome (Set the Stage) – 2 minutes**
Make your customer feel comfortable.
2. **Collect Demographics (Test Customer Segment) – 2 minutes**
Ask some introductory questions to collect basic demographics that you believe will drive how you segment and qualify your initial customer. E.g. If you are trying to open an organic quick bites restaurant, then you should collect information such as is he/she married, does he/she have kids, what age groups do the kids belong to, do they eat out frequently, and what cuisine do they prefer.
3. **Tell a Story (Set Problem Context) – 2 minutes**
Outline the problem that you have identified as worth solving with some context.

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4. Problem Rating (Test Problem) – 4 minutes

Ask your prospect how critical is this problem – is it a must-have, good-to-have, or don't need?

5. Explore Customer's Worldview (Test Solution) – 15 minutes

This is the heart of the interview. The best script here is "no script. Ask the prospect how he/she addresses this problem currently. Then sit back and listen. Let them go into as much detail as they wish. Ask follow-up questions but don't lead them or try to convince them on the merits of a problem (or solution).

6. Wrapping Up (The Ask) – 2 minutes

First, seek permission to follow-up for the Problem/Solution interview. Your goal is establishing a continuous feedback loop with prospects and eventually converting some of these prospects into customers. Second, seek referrals to other people you could potentially interview.

7. Document Results – 5 minutes

Write down the important points that emerged from this interview right after the interview is over. It is important to do this task while the interview is still fresh in your mind.

Now, go through these 12 best practices on how to run problem interviews:

1. **Prefer face-to-face interviews** – It is important to see your interviewees. Other than picking up on body language cues, meeting someone in person instills a sense of closeness that you can't recreate virtually. This is critical in customer relationship building.
2. **Pick a neutral location** – You should preferably choose coffee shops as the interview venue. This creates a more casual atmosphere. A prospect's office makes the interview "business-like" and makes it feel more like a sales pitch, which it isn't. However, let your prospect's wish rule here.
3. **Ask for sufficient time** – Such interviews can typically run between 20-30 mins without feeling rushed. Make sure you set the right time expectations upfront and are respectful of their time.
4. **Schedule a meeting** with your prospects keeping in mind the above recommendations.
5. **Dress up neatly and smartly** for the interview – You don't want to look too casual or without a purpose. At the same time, you shouldn't overdress or be too formally dressed.
6. **Be punctual** – arrive at the venue at least 5 minutes before schedule. Not turning up on time for a meeting is the worst crime that you can commit at this stage.

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7. **Relax** – That’s the only way to put your prospect at ease. Help him/her settle down and get talking.
8. **Remain focused** throughout the interview – switch off your mobile phone to avoid distractions.
9. **Stick to your script** -There is a method to interviewing. In order to collect meaningful responses, it is important to maintain consistency in how you conduct interviews. It doesn’t help, for instance, to tweak your story after every interview. Remember, this is not a pitch. At the same time, the script should also provide ample flexibility so that you can ask follow-up questions and explore new areas.
10. **Conduct the interview with at least one other person** – It always helps to have another person in the room during the interview to make sure nothing slips through the cracks. But more importantly, it helps to keep the interview on track and not digress.
11. **Avoid recording the interviewee** – People usually become self-conscious and do not open up when they are recorded, so avoid recording these interviews.
12. **Document results immediately after the interview** – Spend 5 minutes immediately following an interview to document the results while your thoughts are fresh. Debrief with others later.

State here the problem that you have identified as worth solving:

We have felt that in the fast pacing world, when it's becoming tougher to manage time

we never thought about our religious rituals which has a great importance in our culture

so we came up with Karmkand an online venture for our religious gurus to help and organize the religious rituals.

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PV name-<Karmkand>
 Team name-<Phoenix >
 Team members-< Pratik Pandey,
 Abhinav Jaiswal, Akshay Meena>

Now, run your interviews and record your results in the table below:

Results of Problem Interview

Question	Interviewee	Response
Do you think this is a must-to-address, nice-to-address, or doesn't need to be addressed problem? Justify your answer.	Interviewee 1	Nice to address issue
	Interviewee 2	Doesn't need to address this issue
	Interviewee 3	Must address
	Interviewee 4	Must Address
	Interviewee 5	Nice to address
	Interviewee 6	Does not need to address
	Interviewee 7	Nice to address
	Interviewee 8	Does not need to address
	Interviewee 9	Should address
	Interviewee 10	Nice to address
What are the demographics of the people who confirmed that this is a must-have problem for them?	Interviewee 1 Age – 31 Gender – male Occupation – Banker Economic background (as perceived from clothes/dressing up, etc.) - Middle class	
	Interviewee 2 Age – 70 Gender – Female Occupation – Housewife Economic background (as perceived from clothes/dressing up, etc.) - Middle class	

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	Interviewee 3 Age – 25 Gender – Female Qualification – B.Tech Occupation – Software Engineer Economic background (as perceived from clothes/dressing up, etc.) – Middle class
	Interviewee 4 Age – 28 Gender – Male Qualification – MBA Occupation – Work at MNC Economic background (as perceived from clothes/dressing up, etc.) – Middle class
	Interviewee 5 Age – 43 Gender – Female Qualification – BSc and B.ed Occupation – Teacher Economic background (as perceived from clothes/dressing up, etc.) – Middle class
	Interviewee 6 Age – 54 Gender – Male Qualification – 12 Occupation – Shop Owner Economic background (as perceived from clothes/dressing up, etc.) – Middle class
	Interviewee 7 Age – 18 Gender – Male Qualification – 12 Occupation – student Economic background (as perceived from clothes/dressing up, etc.) – Middle class

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	Interviewee 8 Age – 47 Gender – Female Qualification – 10 Occupation – House help Economic background (as perceived from clothes/dressing up, etc.) – Economically weaker
	Interviewee 9 Age – 33 Gender – Female Qualification – B.Tech Occupation – Software Engineer Economic background (as perceived from clothes/dressing up, etc.) – Middle class
	Interviewee 10 Age – 21 Gender – Male Qualification – pursuing B.Tech Occupation – student Economic background (as perceived from clothes/dressing up, etc.) – Middle class
How are these people addressing this problem today?	Interviewee 1 Having an online platform to contact pandits is a nice idea it will save time and will be easy to use.
	Interviewee 2 This is not required at all we only trust one panditji and he has been coming to our house since long time.
	Interviewee 3 This must be addressed, recently I and my family was traveling to Banaras for shradh puja and We were scammed and charged more fees for something which can be done in just half the price.

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	<p>Interviewee 4</p> <p>I am currently staying in Hyderabad and it's very difficult for me to find time from my busy schedule and then go on a hunt for pandit as recently I was looking for pandits for Mahamritunjaya Jap and it became a hell of a task so I would love to have one such online platform.</p>
	<p>Interviewee 5</p> <p>It's good everything is going online so why not this and it becomes difficult to find pandits in big cities.</p>
	<p>Interviewee 6</p> <p>We can easily get panditji from neighbouring temple and other than that it is tough for me to understand smartphone feature.</p>
	<p>Interviewee 7</p> <p>Everything is going online from bills to ordering food than why not this . It will become really easy and feasible for all of us to contact and compare different pandits and choose better option for us.</p>
	<p>Interviewee 8</p> <p>I don't understand online booking system. It is for younger generation and reach people we just go to temple and ask panditji to come home for some pujas.</p>
	<p>Interviewee 9</p> <p>I am a software engineer and currently I live in a metro city . Recently my Husband's parent visited us and they asked us to organise ramanayana at home now since we both are working professionals it became a hectic task for us to find pandits for ramanayan we contacted friends and family members finally we found one but it was really a painful task.</p>
	<p>Interviewee 10</p> <p>I am a college student and if my grandparents are in different city and they require to conduct some puja, I can easily book that from my phone on a click. It just makes things easy and comfortable.</p>

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