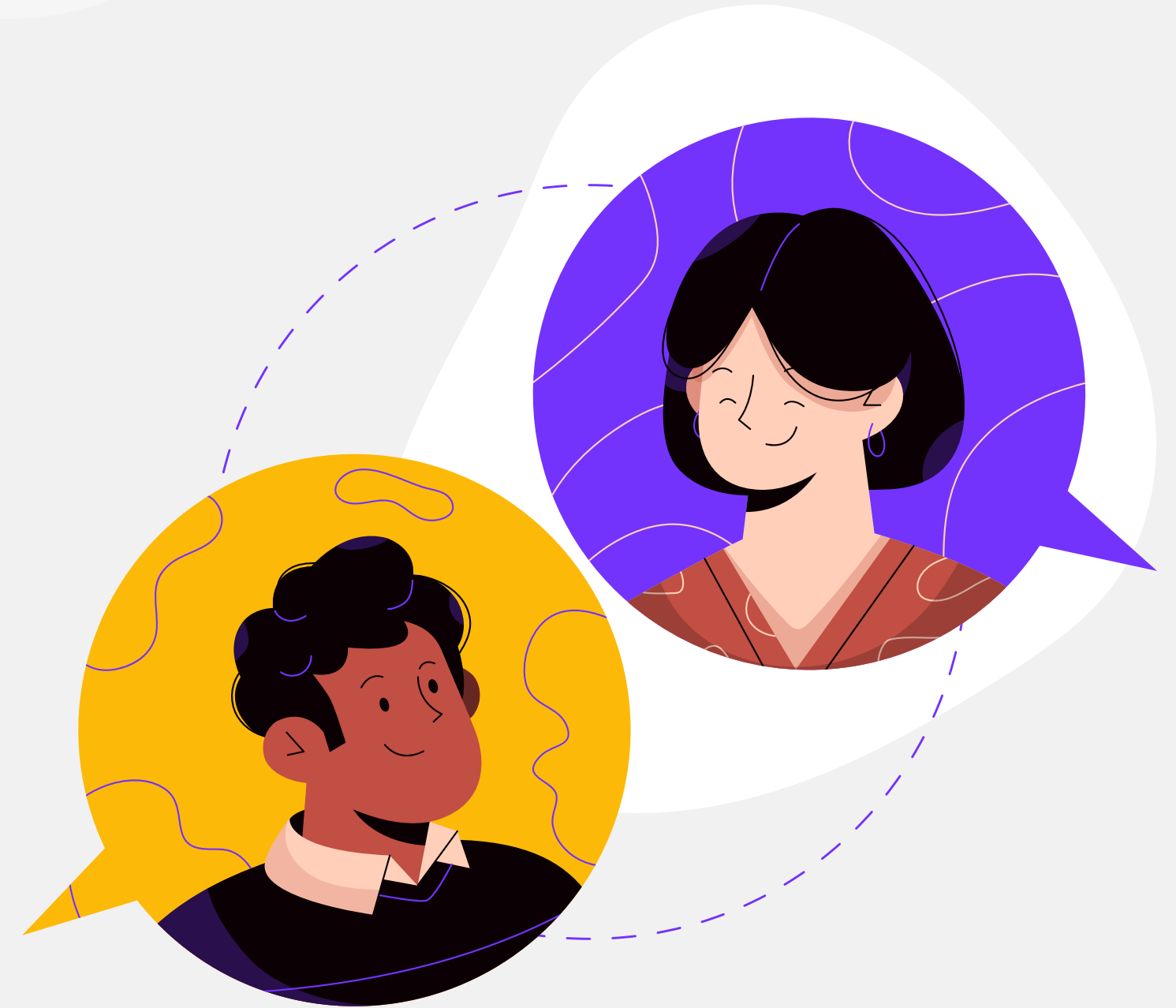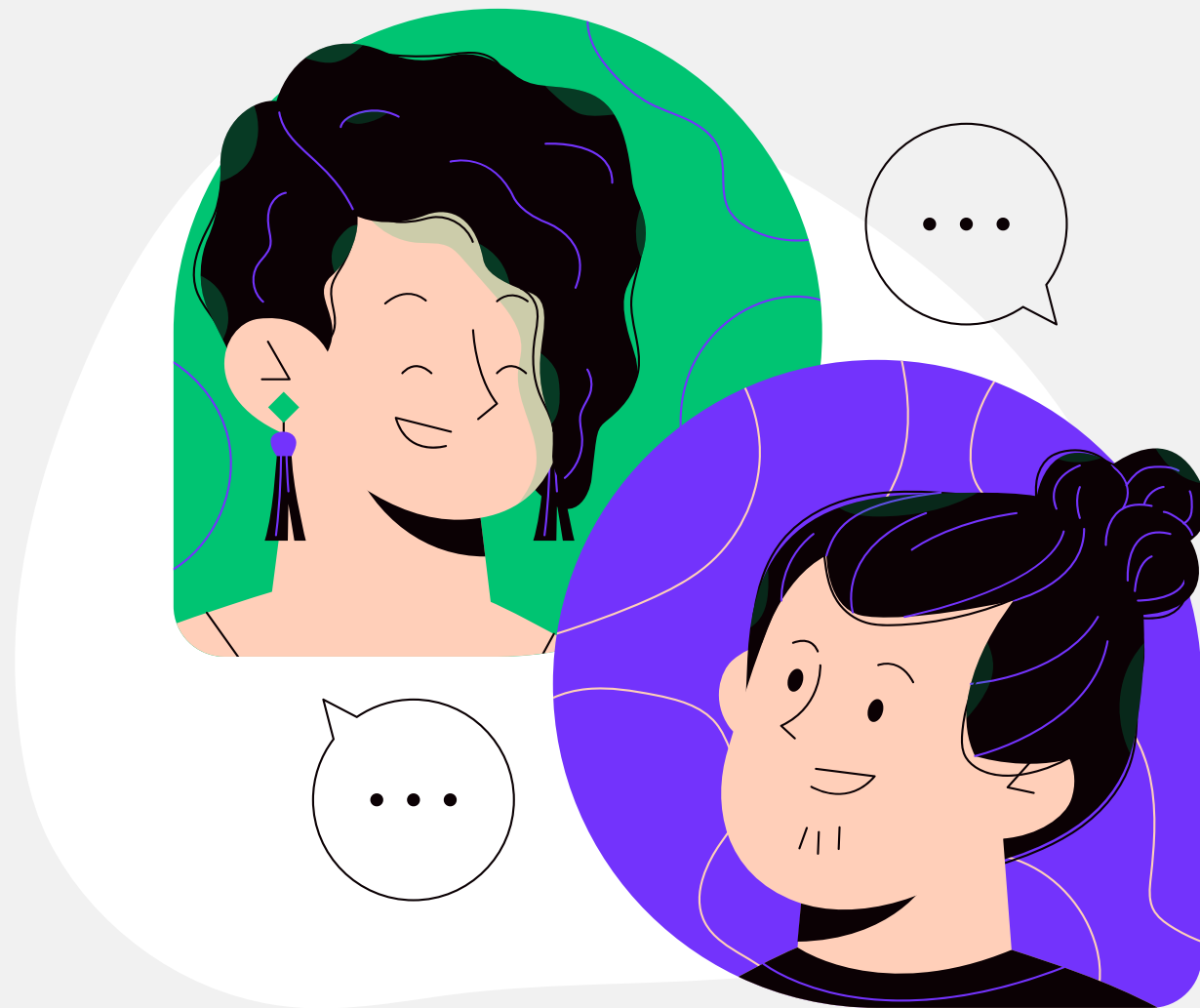# Assignment 3 - Group 3

Interviews →

Interview

Plan

Own techniques for interview

Practice interviews with friends or by yourself in front of a mirror.

Be prompt and prepared to arrive 10 to 15 minutes early bring extra copies of a pen and paper, and the list of questions you have for the interviewer.

Dress appropriately!
First impressions count.

About the **Questions** Asked

Get stories about

- Name / Age
- Career
- Hobby
- Daily Routine
- Holiday

And then ask more questions about the stories that the interviewer tells.

What are the questions to test the needs are real, specific and painful for these customers in an identified beachhead market?

- **Student interviewee**

Question: Please tell me the current situation for studying or maybe you can tell me about the problem with your current study? Then ask the interviewees how to solve the situation at that time by acting as a good listener in order to be able to clearly recognize the pain point for the interviewees.

Question: Last time studying online/on-site, what are the different feelings? Then ask the interviewees what kind of study preferences they have and why.

- **Online seller interviewee**

Question: Could you please tell me about the business the interviewee is currently working on? Then ask about any past business problems/tips the interviewee had done before that may or may not be successful. By emphasizing creating shared experiences in telling stories with the interviewees and may be continued asking for solutions in the event that those problems were ever encountered.

Question: Asked about the business adjustments made before and after the Covid-19 of the interviewees.

What are the questions to test whether the product and the market fit with each other?

- Questions that illustrate the interviewee's problem by the problem are exactly the same as the Persona example we have created. If the interviewee's problem matches what we're going to do, then this market matches our product. The question doesn't talk about our products but rather talks about the problems customers face with online learning. Identify problems from interviewee as much as possible.

- Questions that can make interviewees tell about problems that match our solutions without mentioning the product itself means they will definitely use our products. However, the daily life of the interviewees must also be taken into account whether they are taking online courses on the platform or not.

How can you avoid that you are selling your idea, but really listen to your customers? What if your interviewees don't want to talk? How you can motivate them to talk? Are you going to treat them to a coffee or finding a relaxing place to talk? How do you manage your facial expressions and eye contact to make them feel respected and valued?

- Avoiding sales, in the group's mind, we think it can be done by having the interviewer. The interview must begin with the absence of Bias in the sale, and focus on listening to the interviewee's stories or issues rather than asking questions to focus on selling their own products. Focus on understanding someone's problems or perhaps commenting on the situations they have told. In order to relieve pressure and increase peace of mind for the interviewees.

- Inspiring customers can tell that story. This can be done by focusing on creating peace of mind. By talking to the interviewee in the manner of a friend. But don't forget the etiquette of talking to be saluted. So that the interviewee does not feel bad, and starts by telling the story of daily life that is a fundamental question. It focuses on listening and expressing opinions in a mutually favorable way with the interviewees. To create peace of mind with those people. Before asking about the main questions, such as the problems with those people, and acting primarily to listen to their problems, they need to be asked about their problems.

- Allow the interviewee to choose a convenient interview method, such as face-to-face or VDO call, in case the interviewer chooses Face to face, will choose a place where they can talk comfortably, such as a park or coffee shop, perhaps buying small things for the interviewee to show kindness and make him feel safer.

Beachhead Market

Name: Mark
Age: 20 years
Status: Single
Role: Student (3rd-year student at Database and Intelligent Systems, Faculty of Information and Communication Technology)
Hobby:
- Get a video editing work
- Play a game
- Do a freelance job

Why hobbies and learning are different?
- Studying IT to get a high income in the future, but working in multimedia is a favorite thing, keep in the resume, and get an additional income. He is focusing on his future life.

What is his routine during studying at university?
Due to Covid-19, he wakes up at about 8.30 - 9.00 am depending on the morning subject. Studying online classes until 4.00 pm

What about online courses?
He used to study via online platforms such as Google, Youtube, etc.

Last time using the online platform
He recently used to study how to create an intro for the video. Moreover, he still uses the learning online platform.

Experience in online learning
- Editor
  - Some parts of learning don't need to do, but cannot pass it
  - He can't ask anyone or an instructor when he is studying the course because he studies alone
  - He can't follow some parts of the video even though he can replay it, but he is still confused
  - He creates a teaser for a company as an individual project
  - He sometimes does the tasks following the instructor, but it doesn't look the same
  - The video is 15-20 minutes and separates the content segmentations, so it is easy to recall
- IT
  - He can't ask anything about the code if he is confused
  - Only copy-paste the code, not understand the principle
  - Studying with his friends from the invitation

Don't have the real instructor to ask
Don't have any interaction with others

Persona Type B

Link of record: https://bit.ly/3nNsCxX

Name: Kimngek
Age: 21 years
Status: Single
Role: Student (3rd-year student at Thammasat University, Faculty of Economics)
Hobby:
- Read books
- Play games
- Study interesting online courses.

Can you please talk about your daily life?
- She's currently working for a Real Estate Company with a work-from-home policy. So, she doesn't have to go to the office.

What is your interest in online courses?
- She is interested in online courses on video editing and design since it is necessary to be an influencer.

What are the problems with your studies?
- The problem with studying is that changing my style from studying Onsite to studying Online has made me unable to adapt and she is tired of studying online.

What is the solution to the problem of studying?
- Breaking down time with rest, such as a 10-minute break or a relaxing game.

Last time you studied online and onsite, What was the difference between feelings, and what kind of study preferences do you have? Why
- She prefers onsite learning because she has interacted with instructors rather than online, so it's not boring.

Reflection
- No need to go to the office for work from anywhere employee.
- Find interesting online courses.
- Online courses about design and video editing.
- Online learning is boring and exhausting.
- Finding another leisure activity is done while studying.
- She likes interacting with classes and instructors.

Persona Type B

Link of record: https://bit.ly/3NQIcEJ

Name: Watt
Age: 32 years
Status: Single
Role: Owner of coffee shop in Chiang Mai, Thailand
Hobby: Watch a football match

Can you tell me about your daily life?
- He spends a lot of my time in the coffee shop. His shop is open every Monday - Saturday. And stop every Sunday. He wakes up at 6 am, leaves the house, visits the fresh market, and enters the shop no later than 7.30 am. Preparing items and checking stock for opening at 9.30 am. His coffee shop is open until 17.00 pm. Before coming back home I'm checking the bill and cleaned the shop.

What do you do on the weekend?
- He likes to rest at home or go out for some weeks.

Does your coffee shop sell only on the storefront?
- No, He has a storefront and delivery in Foodpanda, Grabs, and Lineman.

What platforms do you promote your coffee shop through?
- Promote only on the Facebook fan page

Multimedia advertising that you promote the Facebook fan page, Did you do it yourself?
- No, He hired freelancers to do multimedia posts. But really, I would like to do it by myself.

So why don't you do it yourself?
- He doesn't know which platform to start learning. And he doesn't know that if he does it myself and has problems, he will ask who.

What about the experience in an online learning platform?
- He never uses the online learning platform because it doesn't have interesting courses and doesn't have any friends who learn together. However, he knows some online learning platforms and uses social media as a teaching material

Persona Type A

Name: Oil
Age: 21 years
Status: Single
Role: Student (4rd-year student at Applied Computer Science-Multimedia, KMUTT)
Hobby: Play games/ Watch movies on Disney, Netflix, Amazon Prime / Listen to music on Spotify, Youtube

Can you tell me about your studying life?
- Usually, the teacher will tell you that This week, study online or online. He studies all of the multimedia stuff such as coding, graphics, 3D sculpting, etc. Every day he wakes up 30 minutes before class. His classes are from 8.30 am - 17.30 pm.

You learned a lot about multimedia. Did you learn more outside of the classroom?
- He has learned additional knowledge in his interest: Editing and Motion graphics.

Which platform did you learn about Editing and Motion graphics?
- For editing, he studied on YouTube, Reddit, and online courses on the Internet. But motion graphics, he learned from a friend who has talent in motion graphics.

Persona Type C

Why did you choose to learn many platforms?
- Somethings he wanted to learn isn't available in a single platform. that's why he choose to learn using many platforms.

Have you encountered any difficulties with online platforms?
- He had some problems, but he didn't know who to ask. He commented under the clip, but it took longer to get the answer.

And you don't have a community to talk to and exchange?
- He has a group on Facebook but he is afraid to ask.

Nickname: Ple
Age: 44
Status: Married
Role: Online supplement seller
Hobby: Create health content on TikTok, go to the gym, exercise, browse social media

Can you tell me about your everyday routine and what you do for work?
- Every morning she woke up and 6.00 a.m. and start her day before opening her online shop with a Facebook post about product promotion. Throughout the day she spends most of her time answering customer questions, editing product posters, creates content on personal branding and product branding.

Since you mention that you do all the media-editing by yourself, can you tell me how you get started with learning those skills?
- Before joining Renatar (supplement company) she never had any kinds of experience related to multimedia, then she started learning a lot of things including photo editing using a mobile phone, and video editing through the company's Facebook live which is held at 21.00 pm every once in a while.

Can give any opinion and suggestions on the learning effectiveness of the method that you've been learning?
- The downside of it is that the company could only teach you for a limited time and sometimes Facebook live made it hard to ask any question and expect a clear answer. Every tool requires a different instructor to teach some may speak very slowly and some are too fast that it's hard to keep up with the content.

Are you happy with your skills right now or is there anything that you wish could be better?
- She says that she is very happy that she can now edit all the media by herself using different tools taught by the company like Canva, Meitu, and Inshot. But it could be better if there is a tool that combines all editing tools in one solution because each time she edits a picture she has to use multiple apps to get the result that she needs.

Interview audio record: [Thai]
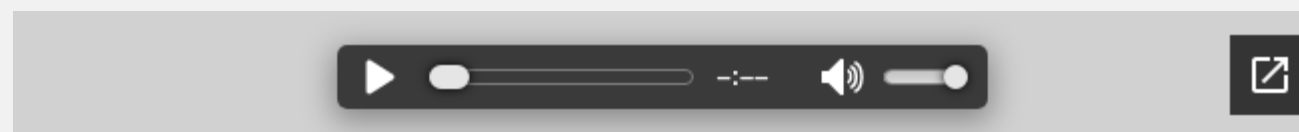
Persona Type A

Beachhead Conclusion

All of the interview subjects were a perfect fit with majority of them sharing our persona's needs. The difficulty that our interviewee has is quite similar to the foundation around which we will build our solution including...
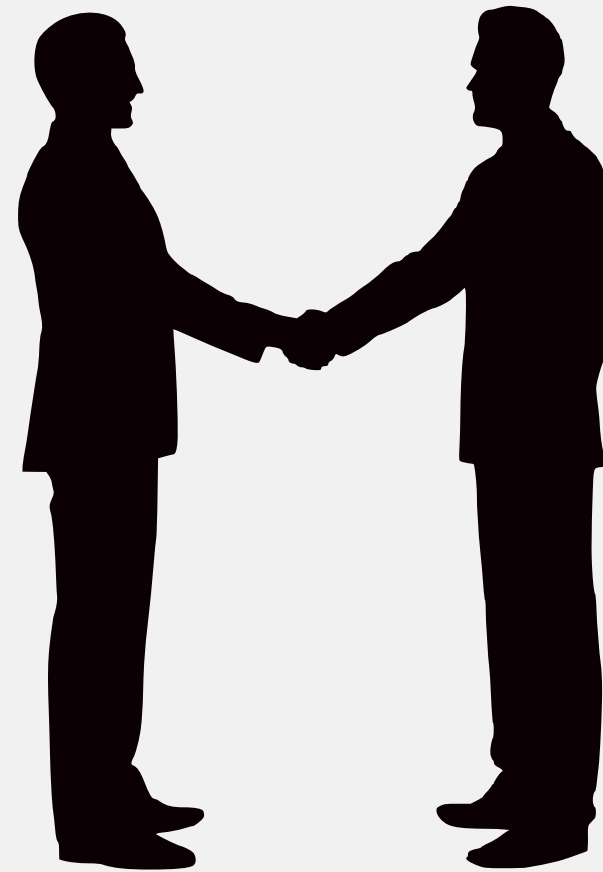
- **Student interviewee**

In this case, students match our Persona in both Type B and C, but we will focus more on Type B. Most students struggle to interact with others while they are learning because they are unable to ask the teacher or other students at that exact time. Another issue is that there is no assignment offered to give students the opportunity to increase their ability, which makes online learning quite dull and ineffective. Some people enjoy working with or learning about multimedia, but they would love to take a course to improve their abilities and try out new projects. Finally, the majority of them tend to use what they have learned in daily life such as a side job.

- **Online seller interviewee**

For adults in working age, the Persona corresponds to Type A and is both self-employed and employed by an organization.

According to the interviews, self-employed individuals are still unfamiliar with the online learning platform so they must learn to hone their abilities so they can use them in multimedia work and internet marketing on their own because online marketing is quite expensive, such as hiring a designer or editing a video. For people who work in the company's online sales, there is a learning channel provided by the firm, but learning through Facebook Live makes it challenging for instructors to answer all questions in a limited amount of time. Additionally, the company's training materials still do not address the requirement for media editing on a single platform.

Beachhead Conclusion

The preferences of almost all of the interviewees matched the solution platform. Both the availability of a co-learning place where you may engage in live conversation with other students while studying and the use of the Gamified platform to prevent dry learning. and expertise in multimedia content, which precisely matches the content that we consider Overall, we believe that the Beachhead we chose is ideal.