Problem Validation: example questions

1 Main goal: understand the context of a user & look for 'pains'

Can you tell me more about the last time you did [X]?
- I utilised it a few weeks ago to study equities connected to Apollo Hospital and Wipro for investment purposes.

What are the reasons you do [X]?
- So that you do not trade against big money
- Analysis of stock market trends is a key for any strategy

How often do you do [X]?
- Performing a current competitive analysis is highly recommended on a quarterly basis — and on a monthly basis for ideal results

What are you trying to achieve/get done by doing [X]?
- Stock Market Analysis is a method in which the investors and traders make buying and selling decisions by studying and analyzing data history and present data. It allows the investors to understand the security that a stock can provide, before investing in it.

Could you describe step by step how you do [X]?
- Stock Market Analysis is a method in which the investors and traders make buying and selling decisions by studying and analyzing data history and present data. It allows the investors to understand the security that a stock can provide, before investing in it. There are stock analysts who perform thorough research to find out any activity at any sector of the stock market.
- By using stock market analysis, investors and traders can reach buying and selling decisions faster. There are two types of Stock Analysis: Fundamental analysis and technical analysis

Which step is the most time-consuming/most difficult/most expensive?
- Most of their time gets wasted in planning and handling the related administrative tasks.
- These activities are the most time-consuming and require a lot of effort and energy.

Can you quantify this? (e.g. "losing 20 min per day")
- This cannot be quantified, as it depends on the financial trends of that day.
- Sometimes, it wouldn't take aunty time but sometimes it could take a whole lot of time

Why is that?
- This is because stock market deals with money and it depends on the overall financial status of the world. Hence the uncertainty in the time taken for the same.

If you could take out/avoid 1 step, which would you pick?
- To invest in such stocks about which I know less.

Why did you decide to go for this solution/process?
- It assists in making informed decisions by analyzing historical and current data to provide investors and traders a competitive edge.

Did you ever compare alternative solutions to solve problem [X]?
- Yes there are alternate solutions like handling the stocks through a stockbroker,who in turn charges you some amount of profit.This is why they are sometimes expensive.

How often do you experience problem [X]?
- Whenever I need to invest my money in a particular stock, I don't understand where to invest my money.
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What happens before/after you experience problem [X]?
- Before the problem,I was not able to get the best value for my money and now after the problem has been solved,I can get the best ROI(Return of Investment).

} **What don't you like about [X]?**

- Stock market has non-stationary,blaring and chaotic data,so sometimes being updated with the new stock is difficult.

} **How would you compare this (negative) experience to [X]?**

- Stock Market predictor gives us the exact place for us to invest our money to get the maximum ROI(Return on Investment).

} **Can you show me how you do [X]?**

- Using the stock market predictor the stocks which are under your budget and have a good record and are capable of giving you good returns can be shown.

} **Have you ever tried to improve [X]?**

- We are working on simultaneous to improve the quality.

} **Can you describe your solution?**

- Once we open the app we can see the graphs of how the stocks have been varying for the day,for the past week,for the past few months and so on.After the users calculative approach they can decide on which stock to invest in.

} **Would you change anything today?**

- Yes, We would make investing in stocks common and readily available for everyone.

} **What is the maximum you would pay (to invest) to tackle problem [X]?**

- Depends upon the amount of money being invested and for what period of time.

} **Are you paying for a solution today?**

- Yes, to the stockbrokers.

2	General tips

} Don't interrupt people too soon. If you are silent, people might feel uncomfortable so they will tell you more to avoid silence.

} Don't ask them to invent the future (solution).

} Ask why, why, why,… to have a very detailed view on what actually happens.

} A question that can be answered with just yes/no is not enough. Ask for more info.

} Ask for references or specific numbers where possible. "It's easy to do." is not enough. "It takes 10 min & 6 steps to complete X." is already better.

} Look for evidence/proof of existing behaviour!