

W2-4: Assignment – Milestones 2, 3 and 4: Validation of Problem and Empathy Mapping

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Agenda

- 1. Problem that the group is going to work on**
- 2. Basic profile**
- 3. Interviews questions and learnings**
- 4. Empathy map**

1. Problem that the group is going to work on

After looking into different problems with the group and researching based on the ["Choosing The Right Problem' Worksheet"](#) the group decided to work on the following problem:

Young people (20-35 years old) that work in San Francisco or other big cities and live at least 10 miles away from the workspace and have a long way to reach the workplace.

The reason the group decided to choose this problem is that we think:

- _ Our customers suffer a big amount of pain with the problem and the ways they solve it are not ideal, making them exhausted or having to spend more money (public transportation, their own cars, cabs or ubers)
- _ If we fix this problem we will have a huge impact in their life, because they suffer on routine bases (more than 1 day a week) with two big resources: time or money. Sometimes, time and money.
- _ Our customers are unserved with solutions. Or they are public transportation and take too long, or they are expensive services that not many people can afford.
- _ It is a problem that doesn't have any big company solving it right, so we have space in the market. But, we have competitors that could migrate to solutions for them, such as waze, google maps, blabla car and uber pool. Still, the group thinks we have a big opportunity here.

_ There are big risks to consider such as the competitor migrating to solve the same problem, pandemic making it easier and more accessible for people to work from home.

As we will see in the next sessions, we could confirm those hypotheses during the interview questions.

2. Basic profile

The profile

The group is looking into making the away to and back to workplace better for people that are:

Age	20 - 35 years old
Years of experience	0 - 10 years
Industry	Corporate employees
Location	San Francisco
work model (presence, hybrid or remote)	presence or hybrid (at least once a week)

5. Interviews questions and learnings

Interviewing - open questions

The group wanted to make sure to know the customer's pain, understanding if they have a problem or not and going deep on the biggest pain points that they have and how they solve the problem now. So, we made Interview script to talk to at least 5 people that fits in the profile above:

ethnographic questions	Name
	Age
	Company that current work
	Distance from workplace
	work model (presence, hybrid or remote)
About the current	How do you get to work?

experience	How many times in a week do you go to work?
	Tell me about the last time you got to work, how was the experience?
	What do you think could be improved with the experience? Why?
	Have you already tried different solutions to go to work? If yes, what were they?
	How many times did they use those other solutions?
	How was the experience last time you did it?
	Why don't they use it more often as the first option for transportation?
	If you could, what would be the biggest pain point you would want to fix with that experience?
	How much do you spend on transportation to work weekly?
	Would you be willing to share rides with other people to work?

Interviews - learnings:

All the interviews were registered on the [problem interview sheet](#). And the main learnings are:

_ About target audience (typical psychographics)

People that don't have cars and depend on public transportation are the ones that suffer the most. Especially when they are young and don't have too much money to expand on the commute.

Cleber, for instance, gives himself the luxury of once a week getting an uber ride half away, so instead of having three different types of public transportation (bus, train and subway) he has to get only the subway. For him, just to do this, his day is not as tiring as the normal days, but he still has a one hour commute to work.

For people that have cars, such as Pernille and Janson the problems that they have are completely different. They have a convenient solution - taking their own cars to work.

In conclusion, after the interviews the group understand that we have to focus on:

_ People that don't have their own cars

_ People that can't afford uber or cabs rides to work, but are not happy with the solution they have now (public transportation)

_ and we will continue with segmentation as described on basic profile session.

_ About how the customers experience the problem

People that don't have their own cars and can't afford other solutions other than public transportation have a long way to go to work. During the interviews they told us:

- "If I have to be at a meeting at 8am, it is a horrible day. I have to leave at most at 6am. And I still have to count with my luck, because the bus can be late and I will be late anyway, does not always depend on me"
- "Because the commute takes so long, I don't have much time for myself. It is hard to find time to go to the gym, or to do things I enjoy. During the weekdays my life is pretty much my professional life"
- "The public transportation is so full, that sometimes I have to wait 30 minutes just to be able to get into the train. The experience is awful"

_ About the amount of pain

Because we are focusing on people that have to physically go to work, they suffer this big problem every week. And the people that we talked to suffer with this at least three times a week.

_ About how they solve the problem now

They use public transportation (bus, train or subway. Sometimes, all off them).

Sometimes, they use different solutions - uber or taxi - but it is not often because of the amount of money that they have to spent.

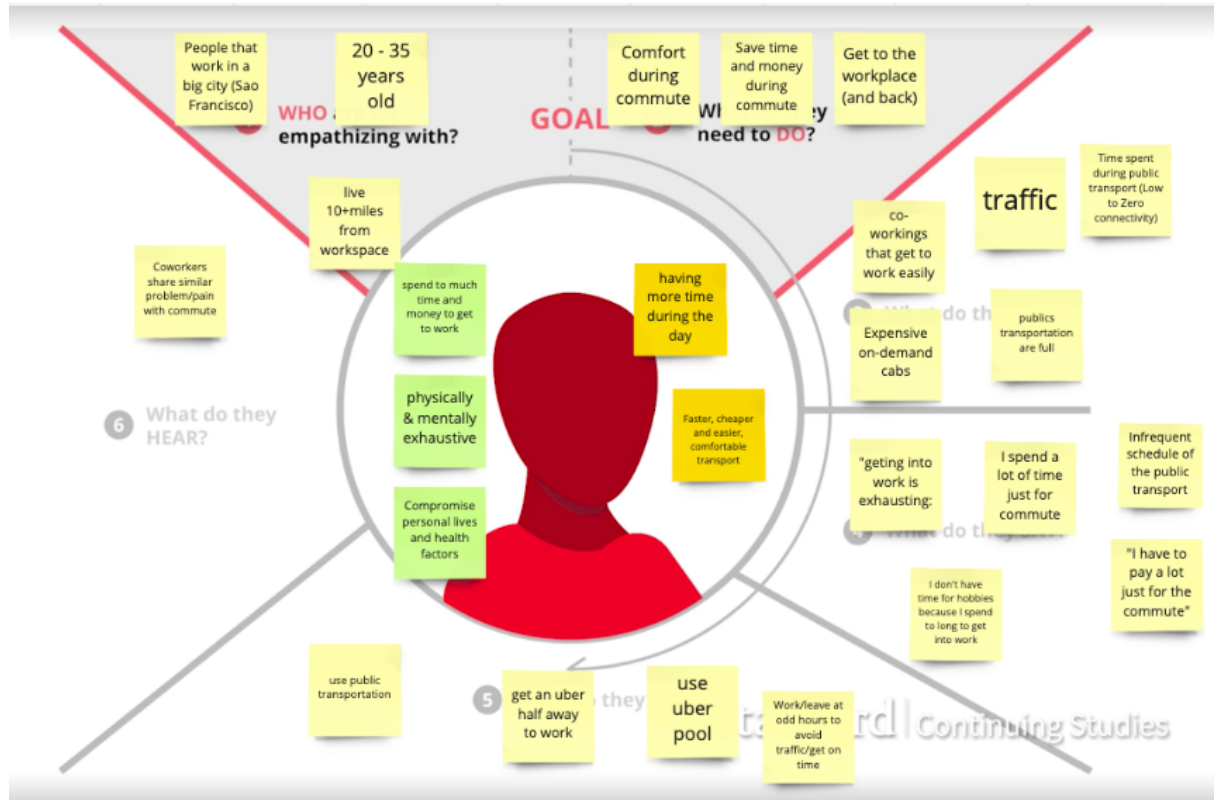
_ About how much the would pay to solve the problem

With the solutions that they have today, they spent at least 50 dollars a week to go to work.

So, the group thinks that monthly they would be able to spend from 200 - 300 dollars on a solution that would really help them solve their problem and make their professional lives better.

3. Empathy map

After the interview the group discussed and filled an [empathy map](#) as a framework to really understand what our customers routines and pain points are:



To get the detailed Empathy Map, access [this link](#)