

HW-Team: Customer Development

Team Number and Name: **Team 16**

Smart Subscription

List all students who actively worked on this Assignment:

1. Name: Shuai Shao
2. Name: Astha Sharma
3. Name: Newzy Sharma
4. Name: Saloni Somaiya
5. Name: Soumya Somal

List Your Three Target Customer Segments:

Segment 1: University students

Segment 2: Business owners

Segment 3: Corporate Professionals

Where will you find them? List three places you would go to find your customers and interview them:

Place 1: Northeastern University

Place 2: Cafes and restaurants nearby

Place 3: Companies where we are doing internships and seniors who are currently working professionals

Write your customer interview questions (Top Three, with EXACT wording. Make sure to review lecture slides with examples. AVOID “closed” questions and do not ask about FUTURE!)

Q1: How long do you use your phone every day?

Q2: How many subscriptions do you have?

Q3: How much do you spend on subscriptions per month? (estimate)

Get out of the building to validate your problem is real! Interview five customers per person.
Take interview notes. Include specifics: a person's info (name, age, occupation), place where you interviewed, answers to questions and any additional insight they shared with you.

Team member name: **Astha Sharma**

Interview Notes:

Name	Age	Occupation	How long do you use your phone every day?	Place of interview	How many subscriptions do you have?	How much do you spend on subscriptions per month? (estimate)	Additional Insight
Kruti Lakahni	24	Software Engineer	2 hrs approx	Dunkin Donut	8	65 USD	Some of the expenditure is simply extra because of lack of time to manage subscriptions
Ashwini Bhor	25	Graduate student	4 - 4.5 hrs approx	Curry Student Centre	5	50 USD	
Manoj	54	Business	2 hrs	Starbucks	10	80 USD	

Baheti		Owner					
Geeta njali Dutta	27	Graduate Student	3 hrs	Snell Library	4	45 USD	
Mansi Shah	23	Drug Regulatory Intern	1 hr	Snell Library	5	40 USD	Planning to discontinue some subscriptions because of tendency to forget due dates

Team member name: **Newzy Sharma**

Interview Notes:

Name	Age	Occupation	Location of Interview	How long do you use your phone every day?	How many subscriptions do you have?	How much do you spend on subscriptions per month? (estimate)	Additional Insights
Naman Manocha	27	Software Analyst	Starbucks	1hr -2hr	5	100 USD	
Shubham Gupta	29	Devops	ISEC	3hr - 4hr	7	130 USD	Willing to cancel few subscriptions since not

							using them all these days
Jay Arora	27	Graduate student	Dunkin Donut	5 hr	2	50 USD	
Bhavna Sharma	20	Undergraduate Student	Himalyan Kitchen	2 hr	2	40 USD	Facing difficulties in managing the expenses
Ritul Dogra	20	Undergraduate Student	Himalyan Kitchen	2 hr	2	40 USD	

Team member name: **Shuai Shao**

Interview Notes:

Name	Age	Occupation	Location of Interview	How long do you use your phone every day?	How many subscriptions do you have?	How much do you spend on subscriptions per month? (estimate)	Additional Insights
Hao Wang	22	Graduate Student	Snell Library	4 hrs	10	60 USD	Willing to cancel some subscriptions since not using any more.
Linduo Li	25	Data Engineer	Starbucks	4 hrs	2	20 USD	
Yue Pang	22	Graduate	Curry	5 hrs	1	10 USD	

		Student	Student Center				
Zhonghao Gu	29	Programmer	Starbucks	3 hrs	7	55 USD	
Yiyu Chen	25	Product Manager	Caffè Nero	3 hrs	5	40 USD	

Team member name: **Saloni Somaiya**

Interview Notes:

Name	Age	Occupation	Location of Interview	How long do you use your phone every day?	How many subscriptions do you have?	How much do you spend on subscriptions per month? (estimate)	Additional Insights
Ojas Patwardhan	24	Graduate Student	Snell Library	8 hrs	5	80 USD	Willing to cancel some subscriptions since not using some of them on a daily basis
Manush Patel	25	Data Scientist	Subway	6-7 hrs	4	40 USD	Planning to discontinue 2 of them as they don't provide much features now
Jinal Sapariya	24	Graduate Student	Curry Student Center	4 hrs	1	10 USD	

Shivam Patel	28	Software Engineer	Starbucks	3 hrs	7	55 USD	Too expensive to manage since I don't use my phone a lot
Yash Bhavsar	25	Data Engineer	Krentzman Quadrangle	6 hrs	10	90 USD	Not able to track and organize my subscriptions which is wasting my money

Team member name: **Soumya Somal**

Interview Notes:

Name	Age	Occupation	Location of Interview	How long do you use your phone every day?	How many subscriptions do you have?	How much do you spend on subscriptions per month? (estimate)	Additional Insights
Anuja Naik	23	Graduate Student	Curry Student Center	4-5 hrs	3	40 USD	
Kanika Negi	22	Graduate Student	Snell Library	5 hrs	2	30 USD	
Srinija Alla	24	Neurotechnology Research Assistant	Home	3 hrs	4	50 USD	Need someone to organize my subscriptions

							for me.
Prajacta Nagraj	25	Software Developer	Snell Library	6-7 hrs	5	80 USD	Want to cancel some subscriptions but can't follow through.
Akhilesh Gadghe	28	Data Analyst	Marino Gym	3 hrs	4	70 USD	Need to track the subscriptions so as to reduce expenses.