Customer Interviews

**Goal**: 20 interviews by 14th Nov

**Customer Segment:** Parents of kids who worries about their kids water intake

**Outcome from interviews:**

* Persona - with demographics, motivations, frustrations, behaviors, goals
* Empathy map - says, does, thinks and feels. Focus more on says and does during interviews
* Identify hypothesis and required experiments to validate hypothesis

|  |  |  |
| --- | --- | --- |
| Interviewee | Status | |
| Meeting fixed (y/n)? | Interview completed? |
| Ranjit Kumar Mogillapalli | Y - nov 9, 6.30pm | y |
| Siva Kumar |  |  |
| Sujatha Kamath | Y | y |
| Paromita | Y | y |
| Ritu Lohani | Y | y |
| Jaimy George | Y | y |
| Radhika Guttal | Y | y |
| Manjula | Y | y |

Questionnaire:

1. Understand the demography of the parent and the child:

*Working professionals, doctors, etc, the type of school the child is going (is there focus on the water/hygiene etc), can the school influence*

1. Can you tell us about how a typical day for your child is?
2. Do you have any concerns in a typical day? what are those concerns?
3. what do the kids do when they need to be hydrated?
4. Who reminds your child to drink water?
5. What happens when they are at a place outside your influence?
6. **What happens when your child is not drinking enough water?** Do you find any behavior changes? **What if you fail to solve this problem?**
7. **Who others in your family including yourself is facing similar challenges?**
8. **Walk me through the process of how you are currently solving the problem?**
9. What extent will you go to solve this problem?
10. **how do you feel about your current solution?** **what is most frustrating about your current solution?**
11. If you could have things anyway you wanted, what would change?
12. how would you feel if you had this improved solution? how would your day and your child's day change with this improved solution?
13. **if this solution were available in the market, would you buy/use it?** How much would you be willing to spend on a product like this?
14. **What results do you expect to see after using this solution? In the first one week, in the next 6 months to 1 year?**
15. Have you purchased a similar product before?
16. If you answered yes to the previous question, what are some improvements, additions you'd like it to have?
17. would you recommend this solution to others? why or why not?

# Other customer segments and problem scenarios

(to be used in case we need to pivot to a different customer segment)

1. Who reminds your elder parents, who reminds them to take their medicine? (the product is possible to cater to alert for medicine intake)
2. Has there been a situation your child had fever and you got to know it late? – is it possible for this device to cater to this scenario?
3. Are you worried about your elderly parents safety (on going for a walk, at home, at office, etc)

# Inputs from Sovan:

Gather as much information as possible to figure out where all alert system is required? Current location of child, parents covering health and safety as two pillars