

Innovation Challenge III

Go Talk to People

An important part of being an entrepreneur is understanding your customers. For this challenge, you will go out and talk to people. Approaching strangers is not easy, but as entrepreneurial leaders, it is critical to step outside of your comfort zone in order to grow. This challenge will provide an introduction to a difficult process nearly every business faces - [customer discovery](#). To participate, you will choose a customer segment from the list below and then go out and talk to 2 or more people in that segment. We've already done the preparation for you by providing questions to ask.

Customer Segments:

- Barbers
- Local Artists
- Bartenders
- Community College students
- Construction workers
- Gym goers
- Restaurant servers
- Runners

Questions:

- *How do you eat healthy?*
- *What's the biggest challenge you have with eating healthy?*
- *How often do you go to the grocery store?*
- *Where do you buy groceries?*
- *What is something that would make eating healthy easier for you?*

Challenge deliverables: due by 11:59pm on Friday 10/13.

We recommend that groups go together or divide up into sub groups of 2 or more. You will need to record the interviews with a teammate's phone camera and [upload them to a google drive folder that you create](#). If a person you interview will not let you record, you can still ask them the questions and note their replies. Please submit videos as you go! Make sure to ask people before recording. People are more receptive that you think! Once you have a google drive folder with your deliverable and any other files or videos, please email nabakr@umich.edu a sharable link.

Your submission will be a document with your team's progress. It should include the following:

- ❖ Name and unique name of everyone on the team
- ❖ Customer segment
- ❖ Video files and/or links
- ❖ Answers to the questions you asked in each interview
- ❖ Biggest insight from the answers you recorded

Judging:

Quality and quantity. Submissions will be evaluated based on the quality of interviews. That said, doing a lot of them is a good practice and also increases your sample size for better pattern recognition. Although it is not required, questions of your choosing may be added to the list so long as they relate to eating healthy. For example, don't be afraid to ask follow up questions, like "Why?" Try to reach people face to face.

Prizes

The top two teams will receive:

- Amazon gift cards
- 30 minute meeting with ELP recruitment committee ahead of application process

**** While there is an art to doing customer discovery interviews well, just talking to people can be the most difficult part of the process. Many people will not complete this challenge so use it as an opportunity to stand out ****

Good Luck,
ELP