Activity:
Identify a Problem Worth Solving – II

In the previous session, you were asked to observe people around you, talk to them, talk to people in your network, keep an eye on the local news, and do some research on the Internet. Based on your observations or research, you were asked to identify a problem faced by many of these people that you consider worth solving, i.e. the problem has a good business potential. That was Part 1 of the activity.

For Part 2 of the activity:

1. Discuss within your teams the problems that each of you have identified as worth solving.
2. Select the one that you feel has the most potential to become a business opportunity. That is the problem that your practice venture will focus on resolving.
3. Next, answer the questionnaire provided below.
4. You have already gone through Jason's story in the previous session's handout. However, for convenience, the same **SAMPLE QUESTIONNAIRE** has been provided again on Page 3 of this handout.
5. You will get **60 minutes** to complete this part of the activity.

Answer the questionnaire below:

1. Look around you, talk to your friends and family, talk to other people in your network. Research on the Internet and identify a problem that you can spot. Explain the context as well.

   STUDENTS ARE FACING PROBLEMS IN FINDING STUDY MATERIALS AND COURSE WHICH ARE GOOD THEY ALSO WANTED TO LEARNS THINGS WHICH ARE NOT TAUGHT IN SCHOOL AND COLLEGE

2. What opportunity can you perceive from the above problem?

   WE CAN CREATE A WEBSITE OR APP WHICH WILL HAVE ALL THE COURSES WHICH ARE GOOD AND ALSO HAVE PDF OF BOOKS AND NOTES OF TOPIC THEY WANT,IN THIS APP WE CAN ALSO CONNECT STUDENT TO DIFFERNT MENTORS

3. Who is the Customer?

   ANYONE WHO WANTS TO LEARN MOSTLY STUDENTS

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4. What according to the customer are the main problems?

THE HAVE TO SEARCH FOR NOTE AND BOOKS ON GOOGLE EVEN IF THEY FIND
THE NOTES THE WEBSITE HAVE MANY VIRUS AND ADS AND THEY HAVE TO FIND
NOTES FROM DIFFERENT WEBSITES THEY DONT FIND THE NOTES A SAME PLACE

5. What is the job to be done, i.e. what would the customer want as the best solution in the given situation?

THE PERSON WOULD LOVE TO FIND ALL THE COURSE ON SAME PLACE AND THEY WOULD
ALSO WANT TO DIRECT CONNECT WITH THE MENTOR FOR THEIR DOUBTS
THE STUDENT ALSO WANT TO FIND ALL THE NOTES AT SAME PLACE

6. What job is currently getting done?

YES THEIR ARE MANY WEBSITES WHICH ARE PROVIDING COURSES BUT NO WEBSITE ARE
GIVING ALL THE NOTES AT SAME PLACE THEY ALSO DONT PROVIDE THE PERSON TO
CONNECT WITH THE PERSON

7. How is the customer getting the job done today OR how is the customer addressing this problem today?

THEY USE TO SEARCH THE THIS ON YOUTUBE AND FOR NOTES THEY NEED TO GO
TO DIFFERENT WEBSITES AND ITS TIME CONSUMING

8. Estimate the market size. Your assumption will do.

THIS MARKET IS VERY BIG AS THEIR ARE MANY STUDENT AND THEIR ARE MANY PERSON
WHO WANTS LEARN ABOUT THINGS WHICH ARE NOT TAUGHT IN SCHOOL
EX--ABOUT MONEY INVESTING,GUITAR ,PIANO ETC

9. Does this seem to be a problem **worth** solving? Explain.

YES, THE PERSON WOULD BE WILLING TO PAY AS THIS WOULD PROVIDE THEM ALL
THINGS AT SAME PLACE AND ALSO PROVIDES PERSON TO DIRECTLY CONNECT TO
THE MENTOR

Note: If you think that this is not a problem worth solving, then you should look for another problem that you can solve.

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SAMPLE QUESTIONNAIRE

Given below is a similar questionnaire based on Identify a Problem worth Solving. You are advised to go through it to get more clarity.

Backdrop: *Jason has a fascination for buses and plans to launch his fleet of city buses. To do a market study, he hops on to some city buses which are currently running.*

1. Go out, look around you, and identify a problem that you can spot. Explain the context as well.

   To understand how the bus transport was working in his city, what were they offering, and what were the problems faced by the commuters despite these services, Jason hopped on to some city buses which were currently operating. He observed a common trend across all the buses that he hopped on to. He found that though each bus offered at least 10 percent of the total seats exclusively to the elderly as reserved, these seats often went unoccupied. In fact, there were very few senior citizens who availed the bus service. Instead, they chose to stay indoors at the cost of socializing. As a potential bus owner, this was bad news for Jason as any unoccupied seat translated to revenue loss.

   Problem Identified *- Most of the reserved seats for senior citizens went unoccupied across city buses.*

2. What is the opportunity that you perceive from the above problem?

   If the senior citizens could be made to avail the city buses, the seats reserved for them would not go unoccupied. It would also result in greater revenue for the service provider.

3. Who is the customer?
   Senior citizens.

4. What according to the customer are the main problems?
   The customer in this case, senior citizens, find it difficult to board the city buses as they have to lift their legs to board these buses since they have raised pedestals.

5. Identify the Job to be done here.
   The senior citizens do not avail buses because they find it difficult to climb on to the bus pedestals which are mostly elevated. Therefore, they should be given options where they could either socialize within their neighborhoods without needing any transportation service or they should be provided with options where they can enter the buses without needing to climb on to the bus pedestal.

6. By offering reserved seats to the senior citizens, what job was currently getting done?

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Once the senior citizens board a city bus, they have seats reserved for them so that they can be comfortably seated without worrying about the availability of a seat. Senior citizens also need not bank upon other commuters' graciousness to offer their seats.

7. What do they do now to meet the challenges currently faced?

Most of the senior citizens choose to stay indoors rather than take the pain of going out, walking up to the bus stop, and then boarding a bus to meet old friends. At times when they can, they do take cab rides. However, with the advent of technology, they find it challenging even to summon a cab through the apps and have to mostly depend on their family members to summon cabs for them. As a result, the easiest option they find is to stay indoors.

8. What is the market size?

The senior citizens comprise 30 percent of the city's population. So, by solving the problem identified, Jason can increase the revenue earned from the buses by 30 percent.

9. Does this seem to be a problem **worth** solving? Explain.

Yes, if the senior citizens find it convenient to board and travel by bus and start availing the service regularly, the buses can earn 30 percent more revenue. Therefore, this is a problem worth solving from a venture perspective.

From a social perspective too, addressing the bus boarding problem for senior citizens is worth solving. The senior citizens will be able to avail the bus service and not be dependent only on cabs for their transport which takes a toll on their wallets.

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