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BMGT 486R-0101

March 7th, 2016

Customer Discovery Report

In the past few weeks I’ve interviewed 15 students at the University of Maryland. Over the interviews I learned the way people view Trek, I learned what they like and dislike about it, and I also learned about a couple potential pivots I might make down the road.

The first round of people I interviewed was all kids that I know but that I’m not that close with. Overall, the vast majority of them (9/10) all answered my questions in a way that proved my hypothesis correct, so I was very pleased. The only person who didn’t fall into that category was an 18-year-old kid named Frank who lives on my floor in my dorm. He said right away that he felt Facebook and/or Instagram already track where you’ve traveled so it’s not a good idea. He also said people would be lazy about entering in their information so that friends could see what activities they did when they were away. This discourages my 3rd hypothesis in a way; the fact that people would want to see friend’s activities. It’s not that people don’t want to see friends activities, it’s that they do but their friends might not enter in the information, that’s what Frank was telling me.

Although I somewhat agree with Frank’s statement, I have more confidence that the majority of the users, especially my core users, will track activities for their friends to see. And I have the other 9 out of 10 interviews to prove this. I do think there is something to be said about Frank’s statement however. If he doesn’t want to plug in the information than there will be more people that don’t as well. So how could I change that? Well I think maybe there could be some type of automatic feed or suggested popular activities that you may add with just the click of a button. That’s something I’m definitely approaching and thinking about now.

In the next 5 interviews, I got a couple more responses that Trek is similar to Instagram and/or Facebook. One kid, Michael, actually showed me the feature on Instagram and I think he has a good point. On this feature it shows a map with pictures in the locations you posted that picture to your Instagram profile. Although it is similar, I didn’t know about it and I believe others don’t know about it as well. It’s just not that mainstream. I will be asking people if they know about it in future interviews though, to make sure. So I guess that is a new hypothesis of mine: Majority of Instagram users don’t know about the map feature. Another kid, Daniel also said it is similar to Facebook, and that Facebook has a feature along those lines. Although, he couldn’t find that feature to show me, so maybe it doesn’t even exist? Whatever it is, I think these map features are very unknown so I am not worrying about them. I believe Trek will be unique in that it is strictly maps with some information about each location in a fun and distinctive way.

Overall, I learned in my interviews that people really like the idea of Trek. They like that you could now easily Track/Trek places you’ve been. Right now, there is no way to do that unless your one of those old fashioned people who have a map in their room and put pins and ropes connecting places they’ve traveled. My other hypotheses were all also proven correct. These potential users all want to see what their friends are up to, although one person did say he wouldn’t want his Aunt to follow what he’s doing. People like the name Trek after hearing it a couple times and believe it’s catchy and will successfully be used as a verb.