

# Customer Engagement Report - 2

**16th MARCH 2017** / ONLINE SURVEY and PERSONAL INTERVIEWS

TECHNOLOGY ENTREPRENEURSHIP - MGO 665

SPRING 2017

## ORGANIZATION - LEARN ONE

Every solution at ONE place

### **By Group 3 -**

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## Target Audience

- Students enrolled in any kind of program/course in a university.
- Students who need online portals for course material.

## Demographics

- **Male/female** 18-25 years.

## Notes

- Survey (data given below) was conducted online using online tool/app - SurveyMonkey[1] between the the dates March 6 - March 16, 2017.
- Some personal interviews were also taken to learn more about customer pain and also to take some suggestions for improvement.
- The questions were chosen one the basis of the teachings in class, covering all the possible aspects of a new product and customer engagement.

## Questions [2]

1. What is your preferred method for acquiring textbooks?
  - 1- Purchase New
  - 2- Rent New
  - 3- Purchase Pre Owned
  - 4- Rent Pre Owned
  - 5- Electronic (pdf) purchase
  - 6- Sharing/Acquiring from other students

2. If you are unfamiliar with a particular subject and would like to search for tutorials/information on said subject what method are you currently most likely to use to find this information?

- 1- Textbooks
- 2- Internet Search
- 3- Contacting your professor/ Office Hours
- 4- Inquiring amongst other students

3. Rate how much more likely you would use a service that can peruse through a specific course's lecture material and tutorials as opposed to a traditional internet or library search.

- 1- Not likely at all
- 2- Not very likely
- 3- Neutral
- 4- Likely
- 5- Very likely

4. Would you be willing to give up a textbook that you own if it means you can acquire a new textbook, which you would need, via trade with other students?

- 1 - Yes
- 2- No

5. How likely are you to be willing to use a service that can facilitate a mutually beneficial textbook trade for you?

- 1- Not likely at all
- 2- Not very likely
- 3- Neutral
- 4- Likely
- 5- Very likely

## Conclusion [3]

### 1. Important information about customers opinions of our product solution? -

Our solution provides a platform that enables students to share textbooks. The survey responses showed that the customers would really like this feature as it allows them to bypass purchasing overpriced textbooks from other sources. The platform also provides a convenient hub to access material on any particular subject taught by the university. The customers seemed to like this idea as it allows them to search a broad span of information whereas the currently available UBlearns limits the students to course material posted by the professor. Also they can only look at material for classes that they are currently enrolled in, which can be inconvenient.

### 2. What is the relationship between the customer profile and the product solution?

The expected customer profile is a person between 18-25 who attends college. This is because the product solution is tailored towards making things more convenient and cost effective for the students. While not every student is unhappy about the existing portal overall our platform provides more than the current UBlearns software and this in turn led the customers to be more willing to switch over to our new platform. That depends on the course and how much they use the portals. Students enrolled in courses like Computer Science and Mechanical engineering are more inclined towards something new which can make their life easier. We thought that entrepreneur part of this app was a new concept but many of them say that SHARK TANK is very famous which is related to the same concept and would give us a tough competition. Also they were not happy to pay any registration fee and demanded the app for free, which is also expected as college students tend to be on the lower end of socioeconomic spectrum.

### 3. How to deal with the competition?

We made them realize that SHARK TANK though a huge stage for such activities but only who has got a strong moral support go there and present their idea. But if we consider an individual living far away or has all financial issues etc other problems so they couldn't make it.

4. What future improvements to the product solution can be made to increase customer interest?

Students seem to be much more interested in using this service for free. While this wouldn't be a technological improvement per se, the app could be offered for free if funding came from the universities or from other sources such as advertisements. Students also seem to still be confused as to what sets our platform apart from the existing services such as Ublearns. The more different we make our platform from the existing services the more customer interest we will get. To do this we can emphasize the ability to view all course materials rather than just course materials for classes the student is currently enrolled in. This question can also be answered by coming up with a prototype, which clears their doubts about this key difference. Our platform also has extra features like book sharing and entrepreneurial opportunities which can be exemplified by marketing and can increase customer interest.

MGO655SEMS10: Technological Entrepreneurship-247420687 (Survey)

#### CUSTOMER PROFILE:

Name:

Age:

Sex:

Annual Income:

Designation:

Field:

Email id:

Contact no.:

#### CUSTOMER PAIN:

1. What was the idea you thought about and approximately how old were you at that time?
2. What factor do you think is stopping you from working on it or going on with it to implement it in real life?
3. Is there any kind of such application you used before to seek help? Any complaints about it?

#### CUSTOMER SEGMENT:

#### EXISTING SOLUTION:

1. If you had used any kind of similar application as ours please explain how did it help you or any unique features about it?

#### YOUR PRODUCT AND ITS VALUE PROPOSITION:

1. In what sense do you feel our product would help you or others?
2. What's the unique thing did you find about our product?
3. Any drawbacks about our product? Any suggestion if you wish to give?
4. How much at max could you pay one time registration fee for our application?
5. Is it fine if we contact you in future? If yes please mention your comfortable time when we could contact you. If you can provide any of your friends referral please place his name and contact no. or email id?

Thankyou....!!!!

## References

1. <https://www.surveymonkey.com/>
2. <https://www.surveymonkey.com/results/SM-W3M38SRG/>
3. Class notes/slides provided by the Instructor [Prof. Yong Li](#).
4. Personal Interviews