

IDENTIFYING INTERVIEWEES

A

CHANNELS:

1. University Libraries
2. Student Residences
3. Coffee Shops near campus
4. Specific Facility Areas (campus)
5. Bars or pubs near campus

B

CONTACTS:

- | | | |
|---------------------------------|------------------------------|-----|
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C

SCHEDULED CONTACTS:

- | | |
|------------|-----|
| 1. Octavia | 6. |
| 2. Zain | 7. |
| 3. Monique | 8. |
| 4. Sireen | 9. |
| 5. Mustafa | 10. |

INTERVIEW TRACKING

Holding Customer Discovery Interviews

| | |
|-------------------------------|-------------------|
| A | CUSTOMER SEGMENT: |
| <u>Post Secondary Student</u> | |
| B | PROBLEM: |
| <u>Time management</u> | |

| C INTERVIEW CHANNELS | D DAYS TO REQUEST 30 INTERVIEWS | | E DAYS TO SCHEDULE 10 INTERVIEWS | | F DAYS TO CONDUCT 5 INTERVIEWS | | G TOTAL | | H "PAYING" TO SOLVE THE PROBLEM | I CHANNEL COST |
|--------------------------|------------------------------------|--------|-------------------------------------|--------|-----------------------------------|--------|------------|--------|------------------------------------|-------------------|
| | Estimated | Actual | Estimated | Actual | Estimated | Actual | Estimated | Actual | | |
| Specific Faculty Areas | 3 | 1 | 1 | 1 | 1 | 1 | 5 | 3 | 3 | 9 |
| University Libraries | 3 | 1 | 1 | 1 | 1 | 1 | 5 | 3 | 3 | 9 |
| Coffee Shops near Campus | 4 | 3 | 1 | 1 | 1 | 1 | 6 | 5 | 3 | 15 |
| Student Residences | 4 | 2 | 3 | N/A | 2 | N/A | 9 | N/A | 1 | N/A |
| Bars or Pubs near Campus | 5 | 2 | 5 | N/A | 4 | N/A | 14 | N/A | 1 | N/A |

CUSTOMER DISCOVERY

Learn and Receive Value from Your Customer Interviews

A

CUSTOMER SEGMENT:

Post Secondary Student

PAIN:

Time management

DEMOGRAPHIC OF THE INTERVIEWEE:

Sripreenai, 21, Female, Student

PAIN RANKED IN ORDER:

6/10

WHAT CHANNELS DO THEY USE?

Campus

Library

Facebook

Coffee shops

ALTERNATIVE SOLUTIONS:

Google calendar

B

KEY TAKEAWAYS:

1. Friend services through school

2. Looking ahead is important

3. Customizability is important

C

UNEXPECTED FINDINGS:

D

NEW PAINS OR UNMET NEEDS:

N/A

E

EARLY ADOPTER CONFIRMATION:

Yes

No

F

RELATED THEMES:

Time management still an issue

CUSTOMER DISCOVERY

Learn and Recieve Value from Your Customer Interviews

A

CUSTOMER SEGMENT:

Post Secondary Student

PAIN:

The management

DEMOGRAPHIC OF THE INTERVIEWEE:

Monique 22, Female, Student

PAIN RANKED IN ORDER:

10/10

WHAT CHANNELS DO THEY USE?

Campus
Libraries

ALTERNATIVE SOLUTIONS:

daily planner
B

KEY TAKEAWAYS:

1. Prioritize events

 2. Congrats, incentive
to work harder

 3. Constant work reminders
block other services

C

UNEXPECTED FINDINGS:

N/A
D

NEW PAINS OR UNMET NEEDS:

N/A
E

EARLY ADOPTER CONFIRMATION:

Yes

No

F

RELATED THEMES:

The management is important

CUSTOMER DISCOVERY

Learn and Recieve Value from Your Customer Interviews

A

CUSTOMER SEGMENT:

First Second Student

PAIN:

Time management

DEMOGRAPHIC OF THE INTERVIEWEE:

October, 22, Female, Student

PAIN RANKED IN ORDER:

1/10

WHAT CHANNELS DO THEY USE?

Campus
Library
Facebook

ALTERNATIVE SOLUTIONS:

Todo list, Midu
B

KEY TAKEAWAYS:

- Specific time reminders are important

- Find sources through family

- Consistent(Annoyng) push notifications help you get things done

C

UNEXPECTED FINDINGS:

Specific time reminders are a game changer
D

NEW PAINS OR UNMET NEEDS:

N/A
E

EARLY ADOPTER CONFIRMATION:

 Yes No

F

RELATED THEMES:

Time management is important

CUSTOMER DISCOVERY

Learn and Recieve Value from Your Customer Interviews

A

CUSTOMER SEGMENT:

Post Secondary Student

PAIN:

Time management

DEMOGRAPHIC OF THE INTERVIEWEE:

Troy, 19, Male, Student

PAIN RANKED IN ORDER:

1/10

WHAT CHANNELS DO THEY USE?

University Facebook group

Campus

Libraries

ALTERNATIVE SOLUTIONS:

Google Calendar, Google Keep

B

KEY TAKEAWAYS:

1. Importing reminders

2.

3.

too tedious

C

UNEXPECTED FINDINGS:

Setting up reminders is annoying

D

NEW PAINS OR UNMET NEEDS:

N/A

E

EARLY ADOPTER CONFIRMATION:

Yes

No

F

RELATED THEMES:

Time management is important

CUSTOMER DISCOVERY

Learn and Recieve Value from Your Customer Interviews

A

CUSTOMER SEGMENT:

Post Secondary Student

PAIN:

The moment

DEMOGRAPHIC OF THE INTERVIEWEE:

Zain, 21, Male, Student

PAIN RANKED IN ORDER:

10 / 10

WHAT CHANNELS DO THEY USE?

Campus

Libraries

Coffee Shops

Facebook

ALTERNATIVE SOLUTIONS:

Google Drive, Google Keep, Tyroson Website,

Friends

B

KEY TAKEAWAYS:

1. Found services

by searching the web

2. Wants to entre

*The 8 day remuner
faster*

3.

C

UNEXPECTED FINDINGS:

D

NEW PAINS OR UNMET NEEDS:

N/A

E

EARLY ADOPTER CONFIRMATION:

Yes

No

F

RELATED THEMES:

*The moment is important, Wants a faster way of inputting
the 8 day remuner*

CUSTOMER DISCOVERY

Learn and Recieve Value from Your Customer Interviews

A

CUSTOMER SEGMENT:

Post secondary Student

PAIN:

Time Management

DEMOGRAPHIC OF THE INTERVIEWEE:

Mustafa, 20, Male, University Student

PAIN RANKED IN ORDER:

10/10

WHAT CHANNELS DO THEY USE?

Campus
Libraries
Coffee shops
Facebook Groups

ALTERNATIVE SOLUTIONS:

Mental note, Google Calendar,
Writing it
B

KEY TAKEAWAYS:

1. Channels found through school

2. Entry times is tedious

3. Options are hard to find

C

UNEXPECTED FINDINGS:

N/A
D

NEW PAINS OR UNMET NEEDS:

N/A
E

EARLY ADOPTER CONFIRMATION:

Yes

No

F

RELATED THEMES:

Time management is important

CUSTOMER DISCOVERY

Learn and Recieve Value from Your Customer Interviews

A

CUSTOMER SEGMENT:

Post Secondary Student

PAIN:

Time management

DEMOGRAPHIC OF THE INTERVIEWEE:

Robert, 20, Male, University Student,

PAIN RANKED IN ORDER:

8/10

WHAT CHANNELS DO THEY USE?

Campus

Libraries

Facebook group

ALTERNATIVE SOLUTIONS:

family, friend (Support System)

notes

B

KEY TAKEAWAYS:

1. Doesn't rely on
applications

2. Reminder from friends
are sufficient

3. Specific time slots
are great

C

UNEXPECTED FINDINGS:

Humans as a support system

D

NEW PAINS OR UNMET NEEDS:

N/A

E

EARLY ADOPTER CONFIRMATION:

Yes

No

F

RELATED THEMES:

Time management is very important

CUSTOMER DISCOVERY

Learn and Recieve Value from Your Customer Interviews

A

CUSTOMER SEGMENT:

Post Secondary Student

PAIN:

Time management

DEMOGRAPHIC OF THE INTERVIEWEE:
Mithuna, 21, Female, University Student

PAIN RANKED IN ORDER:

8/10

WHAT CHANNELS DO THEY USE?

Campus

University Libraries

Facebook Groups

Coffee Shop

ALTERNATIVE SOLUTIONS:

Family, Reminders, Notes, Google Calendar
to do list

B

KEY TAKEAWAYS:

1. Needs one platform

2. Something like slack

3. Need a list environment

A forced to work
environment

C

UNEXPECTED FINDINGS:

Humans are alternate solution to reminders

D

NEW PAINS OR UNMET NEEDS:

N/A

E

EARLY ADOPTER CONFIRMATION:



Yes



No

F

RELATED THEMES:

Time management is very important

CUSTOMER DISCOVERY

Learn and Recieve Value from Your Customer Interviews

A

CUSTOMER SEGMENT:

Post Secondary Student

PAIN:

Time management

DEMOGRAPHIC OF THE INTERVIEWEE:

Ashley, 21, Female, Student

PAIN RANKED IN ORDER:

10/10

WHAT CHANNELS DO THEY USE?

Campus

Library

Coffee Shops

Facebook

ALTERNATIVE SOLUTIONS:

Friends, notebooks, calendar

B

KEY TAKEAWAYS:

1. Doesn't use Apps

2. Uses calendars &

notebooks

3.

C

UNEXPECTED FINDINGS:

D

NEW PAINS OR UNMET NEEDS:

E

EARLY ADOPTER CONFIRMATION:

Yes

No

F

RELATED THEMES:

Time management is important
