

PROBLEM INTEGRATION

Perform An Interview Analysis

A

CUSTOMER PROBLEM:

Post secondary students can't
manage time (time management)

B

SOLUTIONS:

Google apps (calendar, keep)
Friends & family
notebooks / calendar
Facebook

C

EMOTIONS:

Time management is very important
19/10

D

CHANNELS:

School (campus)
Facebook
Libraries
Friends & family

E

DEFICIENCIES:

Too many single minded directed choices, too many niche
choices, can't find one to stick with.

F

PROBLEM, CURRENT SOLUTIONS
& DEFICIENCIES:

Post secondary students can't manage time,
They have so many options but each
one is too niche and has too good direction.

G

PROBLEM, EMOTIONS & CHANNELS:

Post secondary students can't manage time
and they know it is very important.
They are active in school campuses,
Facebook groups, Libraries & within
friends & family but aren't satisfied.