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Senior Project 18'

Hypothesis:

1. Active Duty Military members, reservists, veterans, and their families need assistance with moving and finding reliable companies with good discounts.
2. Finding a new home, rental, or roommate in destination zip code.
3. Provide tools such as checklists and a forum to help organize the move and help communicate with others who live at their new duty station.
4. Provide a one-stop shop for military members and their families to take care of all their moving needs.

Customer Discovery:

Veteran 1: Jeff Lucente

1. How they would use the product?
 - a. Search pricing on different moving companies. Compare costs on movers and do-it-yourself moving.
2. What do they expect from it?
 - a. I expect this website to provide me with all national and local moving options such as moving companies, movers, and do it yourself storage containers (PODS).
 - b. I would like to see other military benefits information about my new duty location such as popular living areas by city or zip code, day care or school information, and housing allowance information.
 - c. Give existing military members the ability to post helpful information to the website or a simple Q and A section based on duty location.
3. What problem will this help them to solve?
 - a. This would help me solve going to multiple websites to find information about my new duty station.
4. What other products in the market place would they consider instead of this?
 - a. Currently, there is not a one stop shop for military moves. If I feel like I can get a better deal searching for movers myself, I will go that route.
5. What is the most valuable aspect of this product?

- a. The ability to provide every piece of information a military member and their family needs to perform a successful and hassle-free move. The more information that can be added to the website about new duty stations, the more I will be willing to use it.

Veteran 2: Preston McKernan

1. How they would use the product?
 - a. I would use this product to compare prices on rental trucks and reserve the truck that is recommended for my move.
2. What do they expect from it?
 - a. I expect this website to have up to date discounts from rental truck companies.
3. What problem will this help them to solve?
 - a. I have a wife and two boys. Moving a family every 2-4 years has been stressful and time consuming. This website will help us check one major item off our checklist.
4. What other products in the market place would they consider instead of this?
 - a. POD's, U-haul, Penske
5. What is the most valuable aspect of this product?
 - a. If this product can be an all-in-one service for military members and can cover the important aspects of a move it would be very valuable.

Veteran 3: Adrian Enriquez

1. How they would use the product?
 - a. I would like to use this product to not only find a rental truck to move my household goods but to also find an apartment or house to rent at my new duty station.
2. What do they expect from it?
 - a. I expect this website to cover all my needs throughout my move. If I'm moving myself, I will need to find access to a large scale to measure my household goods. I will also need to estimate my routes and costs. A gas calculator would be a good feature. In addition, I would like to see a visual map of where I can stop and take breaks or rest for the night. The military recommends no more than 8 hours of driving per day. Therefore, I will need recommendations on where to stop for the night and local hotels in that area based on my calculated time of arrival.
3. What problem will this help them to solve?

- a. This website can help me easily find scales to weigh my vehicles, a new place to live, and a rental place all in one.
4. What other products in the market place would they consider instead of this?
- a. I haven't seen anything like this before. This sounds like a good idea and it seems like it can be a very useful tool for military members, veterans, and their families. I currently use uhaul or craigslist for rental trucks and home rentals.
5. What is the most valuable aspect of this product?
- a. For me, the most valuable aspect would be a weight scales locator. This is typically the hardest thing to find when moving your own household goods. The weight of your cargo determines how much money the government will pay for your move.

<https://www.predictableprofits.com/the-10-most-powerful-questions-to-ask-when-developing-a-new-product-or-service/>