NORTHERN ARIZONA UNIVERSITY

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Drop the Code

https://github.com/petetetete/cs386-project

D1.2 – Consumer Discovery

CS 386 – Software Engineering

Spring 2017

Marco Gerosa

Refined Value Proposition:

[INSERT SUMMARY OF REVISED VALUE PROPOSITION]

Customer Segments:

No Programming Experience – This customer segment represents customers who have never coded in their life, and although they likely have experience with logical thinking, have never written a program themselves. After conducting several interviews with individuals that would fall into this customer segment, we found a positive response to the product we were describing. Many were interested in using our software as the introduction they needed.

Some Programming Experience - This customer segment represents customers who have coded to some extent, but would not be categorized as experienced. Customers within this segment felt that the software would be a great learning tool for people wanting to learn about programming in the future.

Extensive Programming Experience - This customer segment represents a customer who actually pursued the field of computer science and has learned many languages throughout their life. After conducting an interview with this person, they described as well that this product could help young programmers learn how languages are developed while broading their brains as well. The interview helped understand why this product is created and why young programmers can benefit from this product.

Young Highschool Student with No experience- When interviewing this particular group of individuals. We can get the young point of view of our product and what it means to those students and why it would benefit them in the future. On many accounts these students had no interest in the programming part of the product but more the puzzle game feel to it.

[INSERT SEGMENT TITLE] – [INSERT SEGMENT DESCRIPTION]

Interview Results:

Jason Smith – When I gathered the results from a person who had some experience within the programming field. I learned that this customer was a puzzle finder and loved puzzle games, so that seemed to be the catch for him. As I interviewed him more I noticed that the learning experience that can be given to a customer can help them if they are pursuing a programming type of future.

Stefanie Fleischman – When I gathered the results from this customer who had extensive programming experience I learned some interesting facts about the product. Many people who actually will use the product will use it for the puzzle games and not necessarily the learning experience from the product. However, once again this customer told me that if someone was in the mindset of a programmer that they would enjoy this product quite a bit. Even those who have programmed for awhile because they can refresh their mind in programming in a problem solving method.

Michael Haney – This customer was hard to interview because they did not have any interest in programming. However they did have in interest in puzzle games and once again they got interested in what the product was and wanted to try out the app. So I have concluded that the puzzle factor within this product makes it worth the time and effort.

Kyrianna Knittle – This customer falls into the "Extensive Programming Experience" customer segment. She is "employed as a programmer and pursuing a degree in applied computer management" that includes programming in a business context. She experiences programming in her working environment approximately 5 hours per weekday, and is very interested in puzzle games and logical thinking. In her opinion, "online sources that allow for real-time practice" would be one of the best ways to learn programming. Due to her interest in puzzle games and programming, she would find an application such as ours appealing and although she feels a price tag could be off-putting, she would be willing to pay a reasonable price for such a program.

Tessa Huettl – This customer falls into the "No Programming Experience" customer segment as she has no personal experience with programming. Her only exposure to programming is secondary through hearing friends and family discuss it. She has always been interested in learning the basics of programming and says that traditional programming "seems kind of complicated" citing the various weird symbols and quirks as reasons why it might seem complicated. As it stands, she would likely look online for introductory programming help. She loves "jigsaw and logic puzzles" and is very interested in a puzzle game that teaches the logical principles of programming, although a price tag would "probably dissuade" her.

Shelby Ohashi Sides – This customer is part of the "No Programming Experience" group because she has had no interest or experience in programming. She never really took interest in programming before because her friends always told her how difficult it could be so she stayed away from it. She does enjoy playing simple games on her computer, tablet, and even on game consoles as long as it is not too complex. She felt that if we presented her with this application

then she would play it but she was not too sure if she would retain any programming concepts from playing it. A price tag may push her away from the app but we will have to see how much she enjoys the games before hand because we also learned that she has paid for the apps that she has liked in the past so there is the chance she would be willing to pay for it. Even with the lack of interest in programming we still believe it will be worth the work to produce this app.

Patrik Hornstrand – This customer was also hard to interview because he doesn't like the idea of programming at all. What we learned from him was that he wants nothing to do with programming but he is an avid gamer. He spends a lot of time playing games and challenging himself in those games as well so we believe that he will at least try the application. He says he does enjoy playing with puzzles and that he actually has a few puzzles he likes to play with at home so this app may peak his interest a bit. Furthermore, he does not like to pay for many things so if there is a price tag he may lose his interest but his interest in puzzles give us a reason to produce this app.

[INSERT INTERVIEWEE NAME] – [INSERT RESULTS/CONCLUSIONS GATHERED]

Group Participation:

Peter – Created initial document layout, described the "No Programming Experience" customer segment, and provided results of the Kyrianna Knittle and Tessa Huettl interviews.

Hayden – Provided the results from the *Shelby Ohashi Sides* and *Patrik Hornstrand* interviews

Garrison –

Gage –