Team 9
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Step #1: Merge Class Project Customers

Create a combined list of Class Project customers whom you defined in your individual work. Create a table that shows which customers were identified the same or differently from your individual work.

Customers:

- End-users:
    - Sales and marketing employees
    - Human resources working from the office
    - Employees
    - Chef and cashiers
    - Inventory manager
    - Warehouse worker
    - Event coordinator
    - Customers
    - Babs Fontina
    - Food truck driver
    - Construction worker
    - Healthcare worker
    - Workers on the go
    - BBB
    - Cook employee
- Purchasers:
    - CEO
    - Manager
    - BBB
- Influencers:
    - Stockholders
    - Investors
    - Managers
    - Employees representatives
    - Developers
- Customer’s customer:
    - Supplier
    - Food truck customers
    - Event organizers
    - Suppliers
    - Rental lot owners

	Similar	Different
End-User	• Food Truck Employees • Warehouse Worker • BBB Customers	• HR Employee • BBB CEO • Event Coordinator •
Purchaser	• CEO/BBB • Manager	
Influencer	• Stockholder/Investors • BBB CEO	• BBB Manager and Directors
Customer's Customer	• BBB Customers • Supplier • Venue/Event Coordinators	• Stockholder

Step #2: Essential Customers

Who are the most *essential* customers that you defined in the previous step? How does your group designate a customer to be *essential*?

- Employees
  - Warehouse workers, food truck workers, inventory, managers etc…
- BBB Customers
  - People purchasing products from BBB

Because they are the one that will be interacting with the software system primarily. The software will have the largest influence on the success of the workers which will create a better outcome for the company. The software will also heavily influence product quality resulting in an increase of customer spending and satisfaction.

Step #3: Customers and Projects

From the design thinking perspective, how does the choice of customer segments influence the work that follows? How might those choices relate to viability, desirability, and

feasibility? In your discussion, refer to examples of the essential customers that you identified.

Their input/experience can help us define how we develop the software to automate processes, streamline processes to increase customer satisfaction, and to increase the reliability and stability of the system. Our essential customer choice of BBB employees and BBB customers will influence the application that will allow food to be prepared and served faster. By automating processes, BBB employees will be under less stress and can cook/serve food faster to customers. Since customers are receiving fresh, hot food faster, their satisfaction will increase and customer retention will increase as a result.

- **Desirable:** The more practical and user-friendly the software is as a result of user (people mentioned in customer segment) analysis, the easier it will be for customers to visualize their company's operation using the software. Therefore, they will be satisfied to make purchases.
- **Feasible:** The software is buildable, user-friendly, and portable for employees. Employees of all technological backgrounds can use the software because of how easy it is to navigate and understand.
- **Viable**: The sustainability and availability of the software should be consistent. With these essential customers identified, we can create test cases based on their experiments.