

FaaS[®] Fish-as-a-Service[®]

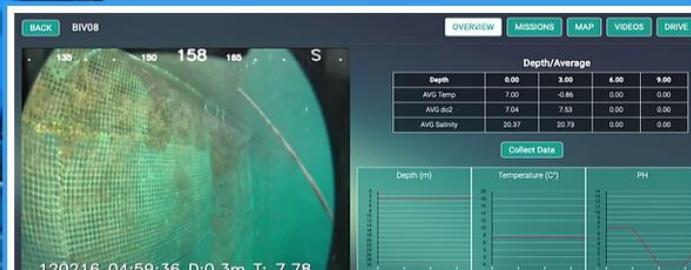


Fishlike Platform

Equipped with cameras & plug-n-play sensors for superior data acquisition.
Unobtrusive, designed with Nature in mind to immerse with natural habitat.
Precise, Reliable, Affordable

Data

Aquaai Control System dashboard for easy web access to data readings and quality images. Mission mapped, AI, Computer Vision, Advanced Perception



Guidance for customer interviews

Four key interviewing skills

Compassion & empathy

Be professional, friendly, and warm. Be curious and be patient. Make a personal connection.

Preparation

Know what you want to learn. Have a clear interview guide. Be familiar with your customer's business.

Focus

Stay connected, maintain eye contact, listen actively and fully. Be engaged. Don't spend all your time writing notes.

Openness

Listen without interruption, avoid selling, avoid leading. Don't correct your customer's mistakes. Be open to criticism and diverse opinions.

Question types and interview techniques

Type	Example questions & approaches	Frequency
<i>Open-ended questions</i>	<ul style="list-style-type: none">You mentioned that you check the New York Times Cooking application every day, why is that?In what ways would this product be more valuable to you? Tell me more...	Often
<i>Ratings & rankings</i>	<ul style="list-style-type: none">How would you rate <this product> on a 5-point scale, where 1 = unsatisfied and 5 = delighted? Then follow up: What does a “4” mean to you?Rank these seven attributes, with 1 = most important and 7 = least importantThe discussions afterward are more important than the actual numerical ratings and rankings. We are looking for insight, not statistics.	1-2 in interview
<i>Projectives</i>	<ul style="list-style-type: none">My job would be so much easier if this product...When I use this product I feel...If this product were designed by Tesla (or Apple), how would it be different?	1-2 in interview
<i>Laddering</i>	<ul style="list-style-type: none">Asking a series of “why’s” (Why is that important?) to uncover deeper or subconscious motives.These questions are helpful, but can be tiring to a respondent, so use sparingly	Once in interview
<i>Ethnography</i>	<ul style="list-style-type: none">Uninterrupted observation of people using your productSee how your product is being used, spot misunderstandings, learn things the customer cannot articulateAsk probing, open-ended questions afterward. “I saw that you did X, tell me more about that.”	Once in interview

Customer interviews: step-by-step

Interviewing and observing your customers (and potential customers)



Step	Action	Detail	Example: Aquaai water quality monitoring with a robotic fish
1	Clarify your objectives	What do we really want to learn? Keep this simple.	Learn needs surrounding water quality testing in protected marine environments. Get reaction to our robotic fish concepts.
2	Craft an interview guide	In-depth interviews are 30-60 minutes. Start by understand the background of the customer and company. Have a broad product discussion about your product area and their needs, observe what they are doing today if you can, then discuss your product or new product concepts in detail. Wrap up and determine next steps (maybe they will be a beta tester).	<ol style="list-style-type: none">1) Background of person and organization2) Goals and needs for water quality monitoring, how meeting needs today, what's working / what's not. What's a good day / bad day3) Observe how they are monitoring water quality today4) Share 3 new concepts and get reaction5) (If appropriate) Ask of they want to participate in an onsite test
3	Recruit respondents	Focus on your customer (rather than sales reps or channel partners), or your competitors' customers or non-users. Mostly talk to users, but also talk to buyers. Get creative in finding customers. Put a request on your website or attached to your product. Go where your customers go online (LinkedIn, Facebook, etc.) and where your customers go in-person (tradeshows, malls, etc.) Connect with customers through your sales and customer success teams.	<p>Find 1) government agency reps responsible for protected areas, 2) university researchers doing work in protected areas, 3) staff from non-profit monitoring organizations.</p> <p>Reach out directly to individuals via LinkedIn or email. Have our sales reps / channel partners introduce us. Go on academic knowledge sharing sites (Facebook groups or other) and ask for volunteers. Reach out to our aqua-technology investors for recommendations. Attend a tradeshow, network, and find people to interview.</p>

Customer interviews: step-by-step (continued)

Interviewing and observing your customers (and potential customers)



Step	Action	Detail	Example: Aquaai water quality monitoring with a robotic fish
4	Conduct the interviews	Face-to-face (preferred if possible) or video conferencing. Ask lots of open-ended questions (tell me more...) Try some new question types, like projectives (if this product were built by Tesla, how would it be different?). Do an ethnography (uninterrupted observation of people using your product). Do interviews together with your engineering lead and product designer (UX / industrial designer)	<p>Go to government agencies, universities, and non-profit offices where possible, and do Zoom for remote sites. Target one interview per week. Have them show us the tools and tracking methods they are using today to track water quality. Have them step through their daily monitoring process.</p> <p>Do interviews in pairs: product manager + engineering director or product manager + product designer</p>
5	Test your new product concepts	Try out your new ideas with simple paper printout concepts, videos, clickable prototypes, etc. Ask open-ended, non-biased questions to understand their reactions. Use their feedback to further refine your concepts for the next interviews.	Prepare sample videos of three of our underwater drone (robotic fish) concepts, about 30 seconds each. Share at interviews for feedback. Modify the concepts for subsequent interviews, based on initial feedback.
6	Analyze, share, and use	Distribute a simple summary after each interview, with key highlights. Send to your extended team and managers. After a set of interviews, analyze the data to get deeper customer insights. Present to your team.	Collect notes in our Confluence site. Send out short summary to team members and managers after each interview, including a link to our Confluence page. After our first 4-5 interviews, set up a 1-hour meeting with product team and management, and share insights.
7	Rinse and repeat	Customer interviews never end because we always have new questions to ask, and new concepts to test. Strive for 10 in-depth interviews per quarter (about 1 per week). These interviews are motivating and good fun. Enjoy!	Continue at the pace of 1/week for this quarter (and beyond).

Customer interviews: 7 tips for success

1. Talk to **real customers** (users and buyers). Sales reps and channel partners are great to talk to, but for deep insight we need direct, firsthand discussions with users and buyers of our products.
2. Start with the **easiest, friendliest, least-risky customers**. Expand after that. If you are just getting started with customers interviews – and if your product team or company is not accustomed to this approach – start easy and low risk. Once you build your experience (and gain the confidence of your team and management), you can move to bigger, more challenging customers.
3. Do these interviews together with your **product designer** and your **engineering lead**. UX/industrial designers and engineers have a different perspective than us product managers – and we want this. Their diverse perspectives help us spot insights we would have missed otherwise. Plus...the work of our product team goes more smoothly if we have a common understanding of our customers.
4. **Keep all bias out** of your voice, your questions, and your body language. Never judge - you are there to listen and observe. As a product managers representing our products, we have a natural bias – but we need to suppress this during the interviews. Focus on your goal – hearing the true voice of your users. Start with open-ended neutral questions, and gradually probe on specifics.
5. Be careful with **sales reps**. Sales reps are naturally biased (they want to make a sell) and can make ill-timed comments during interviews. Best practice approach: either keep sales reps out of the interview, or – if they join you – ask them to hold their comments and questions to the end.
6. Find the **emotions!** We want to know our customers' needs and motivations – what they really care about, what they are passionate about. Observe, interview, and find what energizes them.
7. **Interview continuously** (goal is 10 per quarter). These interviews never end – we always have new questions to ask, and we always want to be deepening our customer understanding.