

HW 6-Team: Customer Development-Part 2

Team Number and Name : 8 “AppBundle”

List all students who actively worked on this Assignment:

- 1) Name: Minxuan Hu
- 2) Name: Swamy Honnebagi Mallappa
- 3) Name: Hongyu He
- 4) Name: Fengtian Guo
- 5) Name: Sharwari Makarand Gothe

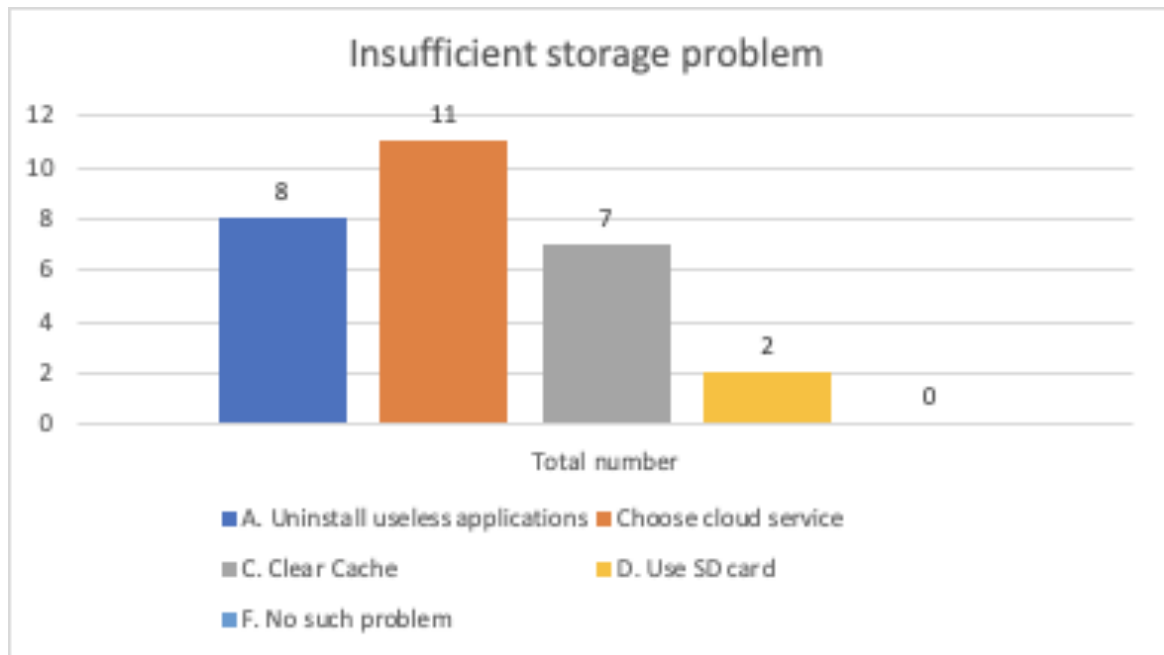
Summary of key findings

- a) Most of the users prefer cloud storages in order to deal with the storage problem on their mobile devices.
- b) About 2/3rd of the users think Safety and Cost are the biggest concerns to use cloud services.
- c) According to our survey, 37% of the use social media applications more than any other category and followed by Entertainment. It is likely that these categories of applications consume more space on mobile devices.

Data Collection

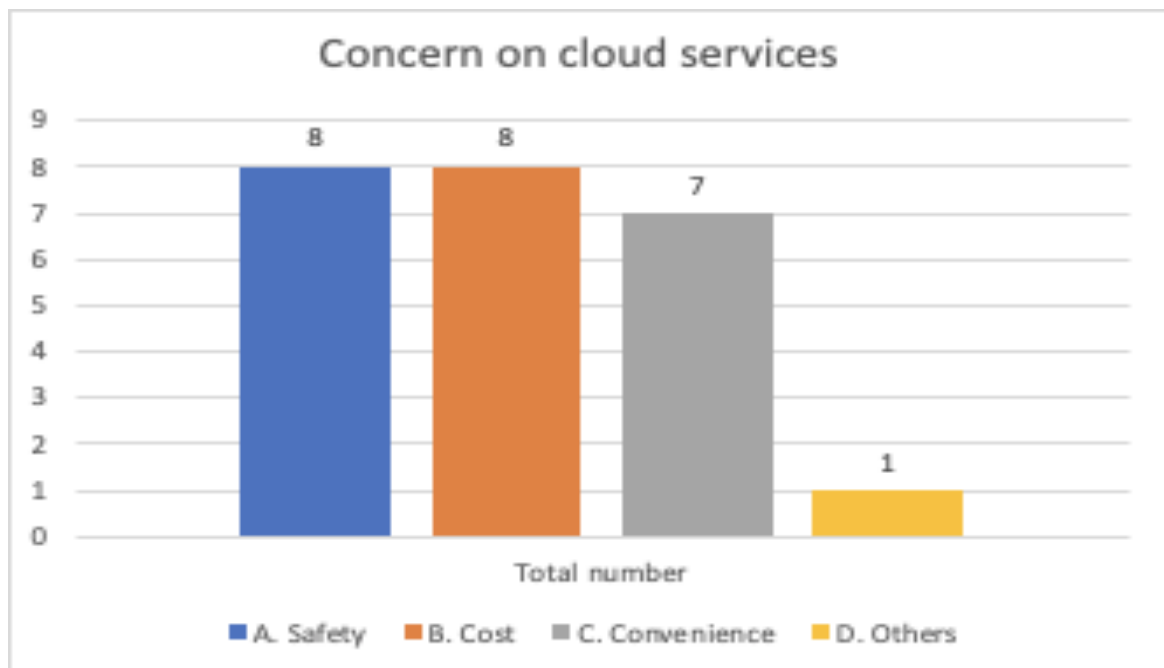
- 1) How did you deal with the “Insufficient storage problem”?

Uninstall useless applications	8
Cloud services	11
SD cards	2
Clear cache	7
No such problems	0



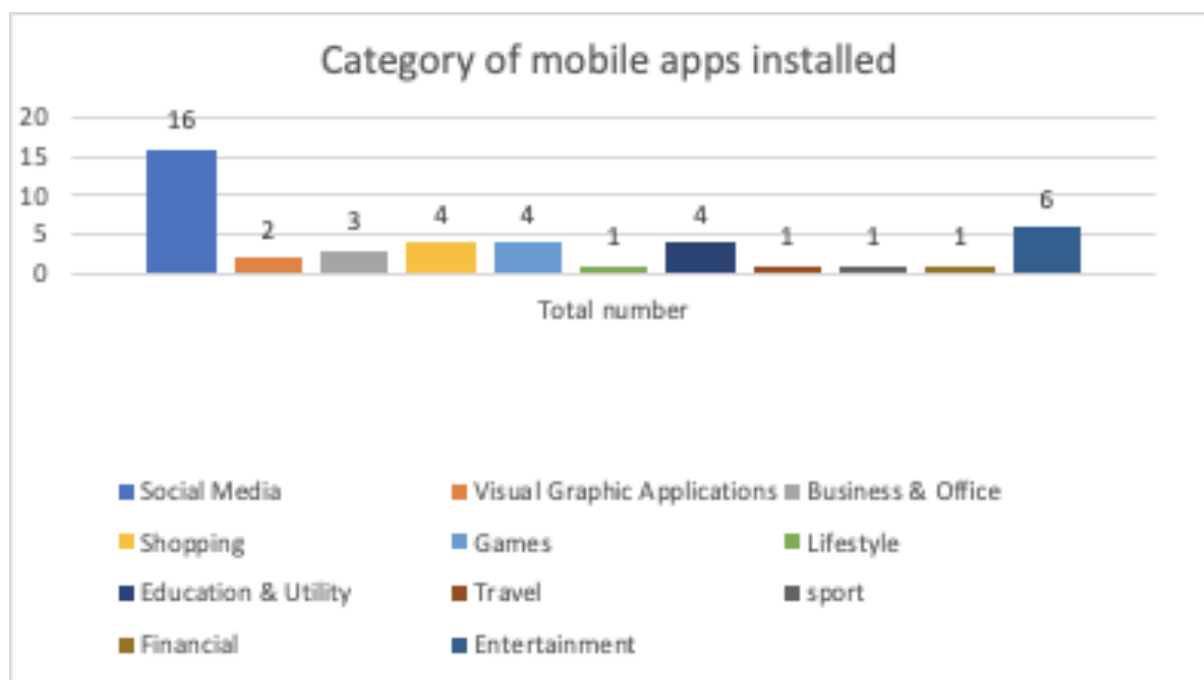
2) What is your concern on using cloud services?

Safety	8
Cost	8
Convenience	7
Others	1



3) Which category of apps are installed on your phone?

Social Media	16
Entertainment	6
Education & Utility	4
Games	4
Shopping	4
Business & Office	3
Others	6



Three customer interview questions

Q1. What measures have you taken to avoid running out of memory when using multiple apps on your phone?

Q2. What is your high concern when you choose cloud services to store your applications?

Q3. Which category of apps do you usually use?

Interview Notes

Q1. What measures have you taken to avoid running out of memory when using multiple apps on your phone?

Group Member 1: Sharwari Gothe

Notes1: I save my data on cloud services like google drive

Notes2: I have multiple SD cards to store my data and avoid hanging my phone

Notes3: I remove applications I don't usually need when I run out of my memory

Notes4: I have an iPhone and save my data and apps on iCloud

Notes5: I uninstall applications that I no more need to keep my memory usage in check

Group Member 2: Minxuan Hu

Notes1: Uninstall useless applications

Notes2: Uninstall useless applications and Clear Cache

Notes3: Choose cloud services

Notes4: Use SD card

Notes5: Uninstall useless applications and Clear Cache

Group Member 3: Swamy Honnebagi Mallappa

Notes1: Uninstall unused applications

Notes2: I use IDrive cloud storage.

Notes3: Use SD card to store my applications.

Notes4: Use OneDrive cloud

Notes5: Uninstall useless applications and use Dropbox

Group Member 4: Hongyu He

Notes1: Clear cache

Notes2: clear cache

Notes3: choose cloud services

Notes4: choose cloud services

Notes5: clear cache

Group Member 5: Fengtian Guo

Notes1: I use phone management to clear the cache

Notes2: Use iCloud to store data

Notes3: I choose Samsung Cloud to store data such as photos and videos

Notes4: Uninstall unnecessary applications and delete its historical information

Notes5: Clear cache of image files generated by web chat

Q2. What is your high concern when you choose cloud services to store your applications?

Group Member 1: Sharwari Gothe

Notes1: My major concern while choosing cloud services is security and safety

Notes2: It should be easily accessible and convenient

Notes3: My data is important to me and its safety is of highest concern to me

Notes4: I worry about the cost I pay to get my services and that's my concern

Notes5: My applications should be safe and highly secured on cloud

Group Member 2:Minxuan Hu

Notes1: Cost

Notes2: Cost

Notes3: Convenience

Notes4: Cost

Notes5: Safety

Group Member 3: Swamy Honnebagi Mallappa

Notes1: I think safety is my biggest concern

Notes2: It's not convenient to use every time

Notes3: Not cost effective

Notes4: Cloud storage are prone to hack & are costly

Note 5: I won't be having Mobile Network Connection all the time.

Group Member 4: Hongyu He

Notes1: convenience

Notes2: convenience

Notes3: cost

Notes4: convenience

Notes5: others

Group Member 5:Fengtian Guo

Notes1: I have a lot of personal information in my phone, so security is most important to me

Notes2: I am just a student and do not have much financial resources. I value the price of service more

Notes3: There are some important business information in the phone; I do not want to leak them through the cloud service

Notes4: I have never used cloud services and I do not know their specific situation

Notes5: How effective is the application used in the cloud service, I don't want to wait too long in use

Q3. Which category of apps do you usually use?

Group Member 1: Sharwari Gothe

Notes1: I have multiple games on my phone which take most space in my phone

Notes2: I am a graphic designer and have graphic designing applications

Notes3: Stocks and share market apps is what I majorly use on phone

Notes4: I like being active on social media and use multiple of them

Notes5: I have visual graphics and photography apps on phone

Group Member 2:Minxuan Hu

Notes1: Social APP and Entertainment APP

Notes2: Social APP,Office APP and Shopping APP

Notes3: Social APP,Games and Media APP

Notes4: Social APP and Study APP

Notes5: Media APP,Office APP and Social APP

Group Member 3: Swamy Honnebagi Mallappa

Notes1: I play games & use more sports apps

Notes2: Social media apps like Facebook, Twitter

Notes3: I watch Netflix and Youtube more for entertainment & Social Media Apps

Notes4: I use mobile apps for education purpose & use utility apps

Notes5: Lifestyle, Travel and Social Media Apps

Group Member 4: Hongyu He

Notes1: Usually use shopping app or video App for studying

Notes2: (FYI, I use google drive app because it has unlimited capacity!) I usually use SNS apps like Instagram, Facebook!

Notes3: SNS (similar Facebook, Instagram)

Notes4: social media, bank, games

Notes5: social media

Group Member 5: Fengtian Guo

Notes1: I usually use WeChat(a type of Social media) to connect with my friends. Moreover, we agreed to play games together.

Notes2: I love shopping on the website. I often check for offers on Amazon. I usually watch live video streaming.

Notes3: Use my phone to study. My professor shows his idea or course materials on Piazza. We always discuss problems on Slack.

Notes4: Watch funny pictures on Instagram and listen to music when I want to relax

Notes5: Use my phone to buy clothes online. Take online course by education applications