26/07-16

Interview time: 4:04 pm

Male student. 23 years.

Interview 1:

**Good day, how are you?**

* I’m fine. A little bit tired after the lections.

**Thank you for you participation on this interview. You said that you are tired. Do you have a lot to do in school? Homework?**

* Yes, but not that much. It’s mostly because I didn’t sleep that well last night. It was too hard to wake up, haha.

**I see. What is the first thing you do when you wake up then?**

* Check my phone, and then I tend to lie there for 10 minutes to man myself up to get ready for school and all that.

**Do you eat breakfast at home?**

* Sometimes when I have time. Depends when my classes starts.

**Are you usually in rush before you exit your house?**

* Haha, yes. Every 9 am classes. I almost end up ordering a cab or uber in order to make it to class.

**Oh, all right. The Singaporean public transport is not fast enough?**

* Well, I live far away from town so it takes me 15 minutes to go to the nearest bus station and the MRT – so it much more quicker to take the cab.

**Ok. Very well. Do you often forget something when you go out from your house?**

* Oh lord, yes. I often forget to carry my umbrella and sometimes my keys as well…

**What do you do then?**

* I end up getting all soaked if it rains and I walk back home by the bus or MRT, so I often end up with taking a cab home.

**What about the keys?**

* Our door is auto-lock, and since I live here with my family it’s not a problem. I usually stay in school after school to study or do some assignments. And when I get back home, either my mom or father is already there.

**Sounds good. Thank you for your participation on this interview. Have a nice day.**

**Empathy map, customer perspective:**

|  |  |
| --- | --- |
| Think feel? | Frustrated. Need to get up earlier, remember to bring an umbrella if it rains. Remember to bring all the stuff that is needed for that day – i.e. keys. |
| Hear? | Public transport is cheaper |
| See? | Problems, cannot reach school in time by the public transport. |
| Say/do? | Time is a problem. Need to spend lots of money on cab, goes faster. |
| Pain? | Spend too much money on cabs. If taking the mrt and the bus in a rainy day – will get soaked. |
| Gain? | Remember to wake up earlier, and sleep earlier. |

**Researches:**

<http://www.smart-cities.eu>

<http://smarthomeenergy.co.uk/what-smart-home>

Used these sources to have a better understanding for smart cities and homes, and some ideas to what could be leaded to in the interview.

<https://www.smartthings.com>

*Samsung smart things*. Smart objects that can help you get a smart home.

**Ideas for topics:**

1. Smart clock that makes your day easier to face.
2. Things that are often lost > linked to an app with a chip.
3. App that shows where the traffic is so that people can consider if they weather should take public transport or grab a cab.