

# Problem Validation

## 1 Main goal: understand the context of a user & look for 'pains'

› Can you tell me more about the last time you did tried to gather data on visitor count? **Yes,It was expensive and excruciating and data was inaccurate as the employee made a mistake.**

› What are the reasons you would like to keep a track of number of visitors? **To target offers and increase sales, prevent overcrowding**

› How often do you do experience this issue? **About 70 times a year**

› What are you trying to achieve/get done by doing gathering this information?

**Better understand customer patterns**

› Which step is the most time-consuming/most difficult/most expensive? Can you quantify this? › Why is that? **Keeping count manually, around 130 times a day**

› Why did you decide to go for this solution/process? **This was the process followed by competitors**

› Did you ever compare alternative solutions to solve problem? **Not yet**

› How often do you experience problem? **Atleast 70 times a year**

› What don't you like about the current solution? **It is expensive and inefficient**

› Have you ever tried to improve your current solution? **No**

› Would you change anything today? **Would like to make system inexpensive and reliable**

› What is the maximum you would pay (to invest) to tackle problem ? **Rs 900/month**

› Are you paying for a solution today? **Yes**