

Customer Discovery

My target customer will be?

(Tip: How would you describe your primary target customer?)

Bio:

1. Age: 20 to 25 years of age (exploratory) and 25 to 30 years of age (confirmatory)
2. Relationship status: Actively searching for or in a serious relationship (co-located or remote)

Skills:

The customer has not had any training in how to navigate courtship. Whatever they know has come from:

1. Social media or films
2. What they have observed in their family or friend circles
3. Their past relationship experiences (if any)

The customer has not pursued education in relationships in a formal setting (through workshops/courses) or informally (through books). The customer has not interacted with a counselor either.

Motivations:

1. A desire to get into a 'healthy' lasting marriage relationship
2. A fear that it might not work out (due to known unknowns or unknown unknowns)

Behavior:

The customer is demonstrating an intention to build a lasting marriage relationship by making time to interact with potential partner/s. If they have already found someone then they are spending time with them to deepen the relationship.

The customer is also feeling an increased sense of anxiety/pressure/responsibility when approaching the marital conversation. They are demonstrating this through conversations with friends/family members discussing various aspects about how to navigate the relationship.

The problem my customer wants to solve is?

(Tip: What does your customer struggle with or what need do they want to fulfill)

My customer wants to have a mechanism to know if the person they are interacting with at that point in time is the right partner for them given the limited time and conversation opportunity available.

My customer also needs guidance on how to navigate courtship and prepare for everyday relationship challenges that will show up in the future.

My customer's need can be solved with?

(Tip: Give a very concise description/elevator pitch of your product)

1. The product significantly accelerates the process of getting to know your partner and planning a healthy relationship together.
2. The product achieves this through life-like virtual story based scenarios which create an opportunity to observe the partner navigate life.
3. Furthermore, the product also educates the customer on navigating courtship and prepares them for everyday challenges in marital life and provides a way to practice those strategies together in a virtual setting.
4. All of this happens while playing a game.

Why can't my customer solve this today?

(Tip: What are the obstacles that have prevented my customer from solving this already)

My customer realizes the need for education in relationships once they start seeking a partner. In this phase when the stakes of the decisions are high and the time is limited, my customer needs a crash course in relationships. However, there are very few credible sources for this education. Moreso, credible marriage counselors are very few in number; they are expensive and there is still a lot of social stigma associated with relationship counseling. Because of these reasons, my customer undergoes a lot of stress and very often does not make an informed decision.

The measurable outcome my customer wants to achieve is?

(Tip: What measurable change in your customer's life makes them love your product)

My product will significantly reduce the amount of time that it takes for my customer to build confidence in marrying their potential partner, while at the same time providing education on relationships to my customer.

My primary customer acquisition tactic will be?

(Tip: You will likely have multiple marketing channels, but there is often one method, at most two, that dominates your customer acquisition - what is your current guess)

1. Tie up with (or run ads on) matrimonial companies such as Shaadi.com or dating apps such as Hinge

My earliest adopter will be?

(Tip: Remember that you can't get to the mainstream customer without getting early adopters first)

Customers who are pursuing arranged marriage and do not have any relationship history

I will make money (revenue) by?

(Don't list all the ideas for making money, but pick your primary one)

My customer will pay for the game

My primary competition will be?

(Tip: Think about both direct and indirect competition)

I will beat my competitors primarily because of?

(Tip: What truly differentiates you from the competition)

My biggest risk to financial viability is?

(Tip: What could prevent you from getting to breakeven? Is there something baked into your revenue or cost model that you can de-risk?)

My biggest technical or engineering risk is?

(Tip: Is there a major technical challenge that might hinder building your product?)

Building an engaging education game is a challenging process and its hard to predict the time it can take to do the same. Plus there is no former background in game design.

What assumptions do we have that, if proven wrong, would cause this business to fail?

<https://docs.google.com/spreadsheets/d/1dCc2SCMJboN5GQYpoE3XJMO9WhjH2UvBTOhXEZeWZzc/edit?usp=sharing>

Research Methodology

User research will be conducted along the following techniques:

1. Walk a day in the customer's shoes - Collect stories based on personal experiences of the team and that of close friends when pursuing dating/courtship.
2. Observe people having conversations during courtship - Organize speed dating events or events where couples spend healthy time together to get to know each other
3. Stakeholder interviews
4. Playtesting using scenario cards in physical events
5. Playtesting using digital game in physical events
6. Social Media - make a website and run ads to see the traction
7. Find similar courses/programs and interact with participants

Stakeholders Interviews

1. Marriage counselors

What information can they provide:

Questionnaire:

1. What is the biggest cause of marriage failure?
2. What is the definition of a successful marriage?
3. What do successful marriages get right that others don't?
4. Can people be taught to conduct healthy relationships?
5. Where can I go to learn about how to build a healthy relationship?
6. What do people fail to ask when validating a potential partner?
7. What are the biggest red flags in a partner?
8. Are people really stressed when navigating courtship? If yes, why?
9. How often do people seek marriage counseling?
10. What kind of people seek marriage counseling?
11. If you had a magic wand and you could solve one problem around marriage, what would that be?

2. Matchmakers

What information can they provide:

Questionnaire:

1. What do people discuss when they meet their partner?
2. Do people ask you what to talk about on their first date?
3. Are people scared/unsure when going on dates?
4. What are the potential red flags when you are looking at a profile?
5. What are the most important factors when it comes to finding a partner according to you?
6. Where do you think people go wrong when choosing a partner?
7. Do people spend enough time knowing their partner?
8. How many people rush through the decision?
9. How often do you feel people don't think through the practical aspects of marriage but rather make a decision superficially?
10. If you had a magic wand and you could solve one problem around marriage, what would that be?

3. Divorce lawyers

What information can they provide:

Questionnaire:

1. What are the top reasons marriages fail?
2. How do you think these could have been avoided?

3. Why do you think people failed to discover these aspects during courtship?
4. If you had a magic wand and you could solve one problem around marriages, what would that be?

4. People who have been through a few years of happy marriage

What information can they provide:

Questionnaire:

1. How did you navigate the courtship phase?
2. What did you get right which led to a happy marriage?
3. What did you validate before marrying?
4. Did you feel a certain pressure when going through courtship? Was it stressful?
5. What was it that you failed to see that you found out later? Did that surprise you? Or bother you?
6. How could you have done courtship even better? What else would you have liked to know?
7. What have been your subjects of maximum disagreement? Was it something you expected before?
8. Were you open to marriage counseling during courtship?
9. Did you read any book about marriage or pursue any course? If someone would have given a course to you, would you have seen it?
10. Do you play games (board games or video games) with your partner?

5. People who have divorced and separated a few years after marriage

What information can they provide:

Questionnaire:

1. How did you navigate the courtship phase?
2. What did you try to find out about your partner during courtship?
3. What was it that you did not see before marrying the person?
4. Why do you think you missed it?
5. How could you have done courtship even better? What else would you have liked to know?
6. Was courtship stressful for you? Why?
7. What was the subject of maximum disagreement?
8. What kind of help during courtship would have made a lot of difference?
9. Were you open to marriage counseling during courtship?
10. Did you read any book about marriage or pursue any course? If someone would have given a course to you, would you have seen it?

6. People who have been dating for some time and are in courtship

What information can they provide:

Questionnaire:

1. How are you feeling right now?
2. Are you confident about marrying your partner?
3. What makes you so confident?
4. What are the areas that you feel unsure about? Have you discussed them with your partner?
5. What are the subjects that you think are important for marriage that you haven't discussed? Why haven't you discussed them?
6. What will be the subject of maximum conflicts after marriage? Why do you think so? Have you had a conversation about it?
7. Are you open to marriage counseling during courtship?
8. Did you read any book about marriage or pursue any course? If someone would have given a course to you, would you have seen it?
9. Do you play games (board games or video games) with your partner?

7. People who have never dated and are exploring courtship through arranged marriage

What information can they provide:

Questionnaire:

1. How are you feeling right now?
2. How are you evaluating your potential partner? What is the criteria?
3. Do you feel confident? Are you feeling stressed?
4. What do you talk about?
5. What are the areas that you feel unsure about? Have you discussed them with your partner?
6. What do you share with your family?
7. What in your opinion is the most important aspect of marriage?
8. What are the subjects that you think are important for marriage that you haven't discussed?
9. What will be the subject of maximum conflicts after marriage? Why do you think so? Have you had a conversation about it?
10. Are you open to marriage counseling during courtship?
11. Did you read any book about marriage or pursue any course? If someone would have given a course to you, would you have seen it?
12. Do you play games (board games or video games) with your partner?

8. People who have broken out of a relationship and are looking for a partner for marriage

What information can they provide:

Questionnaire:

1. How are you feeling right now?
2. What went wrong with the previous relationship?
3. What are the major learnings?
4. How are you evaluating your potential partner now? What is the criteria?
5. Do you feel confident? Are you feeling stressed?
6. What do you talk about?
7. What are the areas that you feel unsure about? Have you discussed them with your partner?
8. What do you share with your family?
9. What in your opinion is the most important aspect of marriage?
10. What are the subjects that you think are important for marriage that you haven't discussed?
11. What will be the subject of maximum conflicts after marriage? Why do you think so? Have you had a conversation about it?
12. Are you open to marriage counseling during courtship?
13. Did you read any book about marriage or pursue any course? If someone would have given a course to you, would you have seen it?
14. Do you play games (board games or video games) with your partner?

9. People living in joint families and exploring courtship

What information can they provide:

Questionnaire:

1. How are you feeling right now?
2. How are you evaluating your potential partner? What is the criteria?
3. Do you feel confident? Are you feeling stressed?
4. What do you talk about?
5. What are the areas that you feel unsure about? Have you discussed them with your partner?
6. What do you share with your family?
7. What in your opinion is the most important aspect of marriage?
8. What are the subjects that you think are important for marriage that you haven't discussed?
9. What will be the subject of maximum conflicts after marriage? Why do you think so? Have you had a conversation about it?
10. What are the aspects that are different because of a joint family? What are the constraints? What are the advantages?
11. Are you open to marriage counseling during courtship?

12. Did you read any book about marriage or pursue any course? If someone would have given a course to you, would you have seen it?
13. Do you play games (board games or video games) with your partner?

10. People living alone and exploring courtship

What information can they provide:

Questionnaire:

1. How are you feeling right now?
2. How are you evaluating your potential partner? What is the criteria?
3. Do you feel confident? Are you feeling stressed?
4. What do you talk about?
5. What are the areas that you feel unsure about? Have you discussed them with your partner?
6. What do you share with your family?
7. What in your opinion is the most important aspect of marriage?
8. What are the subjects that you think are important for marriage that you haven't discussed?
9. What will be the subject of maximum conflicts after marriage? Why do you think so? Have you had a conversation about it?
10. Are you planning to be with your family after marriage? Or would you continue in a nuclear family? Does that affect your relationship?
11. Are you open to marriage counseling during courtship?
12. Did you read any book about marriage or pursue any course? If someone would have given a course to you, would you have seen it?
13. Do you play games (board games or video games) with your partner?