

Case Study:

1. Pick a product with your team
2. Brainstorm all potential users of the product and their problems
3. Select the top 3-7 user types and create detailed user personas
4. Interview at-least 1 user to gain insights into their mindset, problems and validate your problem hypothesis
5. Build customer journey map of your product to identify key touch-points & areas of improvement

1. Product:

Making housework easier for all the families/bachelors stuck in lockdown. It can either be a particular product (for eg an automated dusting robot like Roomba) or a service which can be for doing complete house cleaning + more with complete sanitation.

2. Potential Users –

- a) Middle Class (4 people family)
- b) WFH Couples/bachelors
- c) House Help (Tech Non-Literate)

3. User Personas: (We'll find out Needs, Pain points and Goals for each)

S.N o.	Persona
1.	Bachelors (WFH)
2.	Working Couple/Family
3.	House Help

a) **Bachelors (WFH)**

 Akash 25 y.o. Male Bengaluru IT Employee	Need	Pain Points	Goals
	Clean House	a. Time Constraint b. Keeping everything Clean including Kitchen and Washrooms too. c. Avoid repetitive Tasks everyday	a. Dusting and Mopping should be done at same time b. Low Noise Creating Machine

b) Working couple/Family

 Suyash 31 y.o. Male Jaipur IT Employee	Need	Pain Points	Goals
	a. Clean House in very less Time b. Machine parts cannot harm small children's c. The machine can be operated via some smart way. d. Rechargeable Battery	a. Power Cut b. Small Kids at Home, they don't know about such machines c. Support all floor types and rooms. d. No Poisonous exhaust e. No control Over Machines remotely/Mobile App	a. Clean the House b. Automatic floor cleaning

c) House Help -

	Need	Pain Points	Goals
	a. Easy to Operate Machine b. Easy to-carry machine	a. Operating Procedure is difficult b. Heavy carrying	Spotless Cleaning of House

Revati 21 y.o. Female Pune House Help	c. Easy to clean machine after work is done	weight	
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4. Interviewing People -

In total 4 people were interviewed, we've transcribed the interview for one of them below.

Questions:

1. Do you care about keeping your house clean? How do you handle housework
2. How many times a week do you do it?
3. What problems do you face?
4. What have you done to solve those problems? (have they tried to search for a solution?)
5. Have you made any recent purchases to solve housework? What are they?
6. Have these solutions solved your problem

User Interview 1: Homemaker

1. Do you care about keeping your house clean? How do you handle housework - Yes, cleaning is necessary to keep the space safe from allergens and dirt and messy dirty homes account for bad health. Handle by cleaning and disinfecting the house space themselves
2. How many times a week do you do it? - The cleaning work is done on a daily basis - floors are cleaned and disinfected daily and the rest of the house i.e. walls, wardrobes, decorative items, shelves, tables etc. are cleaned once a week.
3. What problems do you face? - Have to clean with bare hands, hands become dry, itchy and scaly. The disinfectants sometimes can also cause chronic skin damages. Health issues like back, neck and knee pain also arise for middle to old aged people. Some even have to deal with allergies corresponding to the dirt and dust
4. What have you done to solve those problems? (have they tried to search for a solution?) - Hired a maid, purchasing cleaning machines, hiring cleaning agencies
5. Have you made any recent purchases to solve housework? What are they? - Yes, A vacuum cleaner, Floor mop.
6. Have these solutions solved your problem - Not entirely, the machines help but they cannot reach certain areas of the house like corners, so that have to be manually cleaned. The machines are not economical for the lower economic class people.

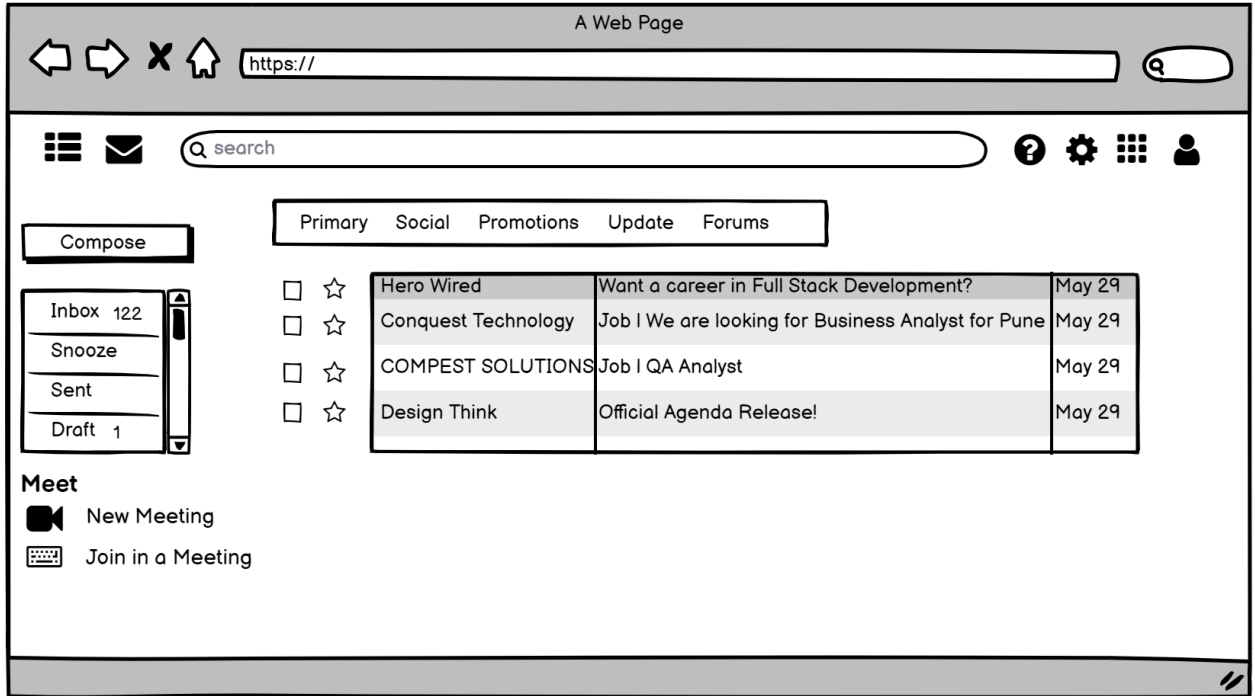
5. Customer Journey -

 Akash (25, Bengaluru) Works for a tech firm. Lives with a working family.	Journey -> V	Before Operating the machine	Operating the machine	After machine's work is done
	User Goals	- They want a clean & sanitized house. - They want the house to smell good.	- Machine should do work without user intervention - It should complete cleaning in minimum time. - Machine should clean the rooms well.	- Machine cleaned the rooms well
	Expectations	1. Clean the house fast and with minimum disturbance 2. Automatic sanitization of house.	- No human intervention needed. - Machine doesn't create noise disturbance	- Machine will recharge itself - If the machine stops due to no charge, it should inform the user.
	Process	Switch on machine - manually - via app - automatically via timer	- Machine should clean the house - If there is an obstacle, the machine should inform the user and avoid it.	- Machine redocks itself
	Experience	1. Manually brooming and mopping is extremely time consuming. 2. Heavy	1. Heavy machines like vacuum cleaners are difficult to move around and operate.	- Have to manually buy cleaning fluid.

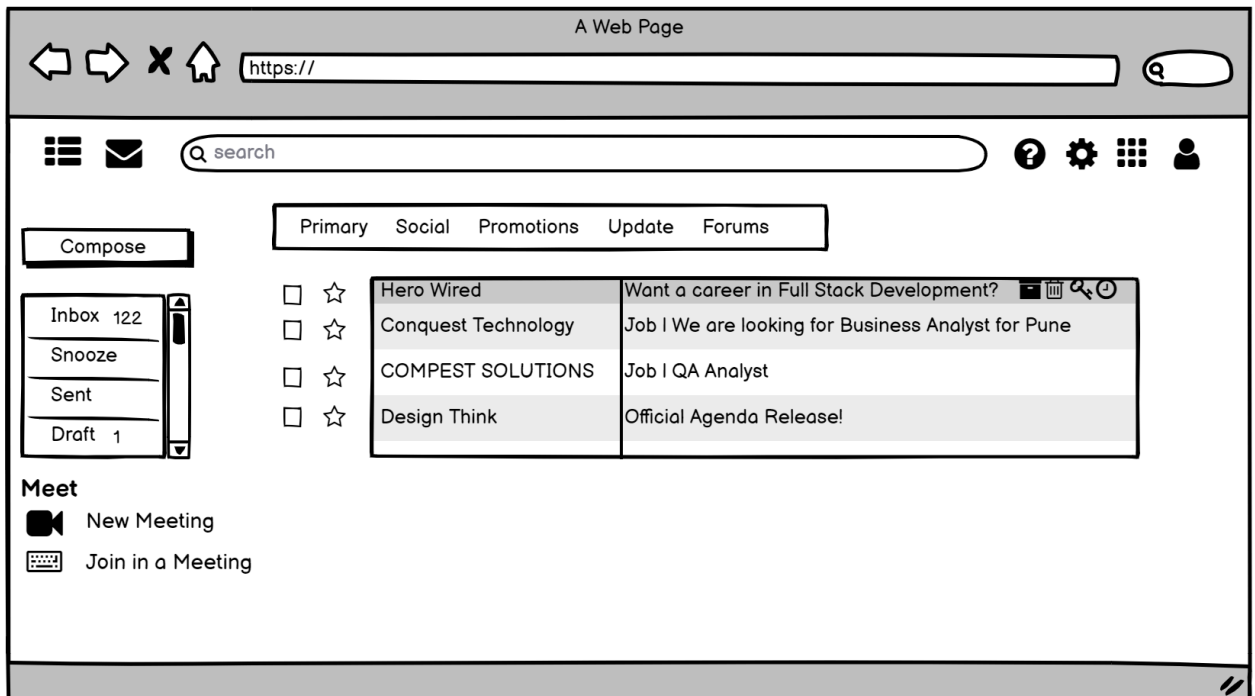
		machines like vacuum cleaners are difficult to move around and operate.		
	Touch Points	- Mobile app - The robo-cleaner itself - Cleaning fluid	- Mobile app - The robo-cleaner itself	- Mobile app - The robo-cleaner itself - Charger
	Pain Points	- Availability of time - Labor & time intensive work	- Tracking labor is a manual process	- Have to recharge device again and again - Have to clean cleaning material/machine
	Opportunities	- Save user's time - Better experience than manual work	- Ability to display when last sanitization/cleaning happened - Ability to create floor maps of cleaning	- Autodocking is a no hassle process - If regular cleaning isn't done, send reminder to user - Can purchase cleaning material through app - Can make it easy to clean machine - Can make reusable material like cloth

Task 2 (Create Wireframes) -

1) Gmail Screen



2) Gmail Screen - More Options



Figma:

<https://www.figma.com/file/E65zSRWcEb8xKxYgl3WPAP/Notion-Podcast-Tool?node-id=0%3A1>