Please note the following:

* This is a Group assignment.
* It will take you approximately 1 hour to complete this assignment.
* It will be wise to divide your interaction as below:
* Meet around 15-20 customers
* Meet atleast 2 market veterans for gathering the inputs

Objectives of this assignment are to:

* Interview and observe your potential customers.
* Get the opinion of market veterans.
* Make a note of the observations and see if they are useful in designing your product / service offering.
* Present the final product/service offering.

How will you go about this assignment?

* Go out and interview your potential customers.
* Ask them about the problems that they are facing and the workarounds that they are using currently.
* Observe your customers.
* Get the opinions of market veterans.
* Present your final product/service offering.

**Completing the Assignment**

* Based on your interviews and observations, create a report.
* The report should include:
  + Questionnaire used for interviewing customers
  + Analysis of customer responses
  + Questionnaire used for interviewing market veterans
  + Analysis of responses by market veterans
  + Conclusion - final product/service offering

**Submission**

You can submit your assignment in either of the following formats: handwritten on A4 sheet/typed and printed/soft copy. Ask your facilitator for the exact format to be used.

**Note**: Submit customer interviews either in a hard copy and videos of atlest two customer interactions.