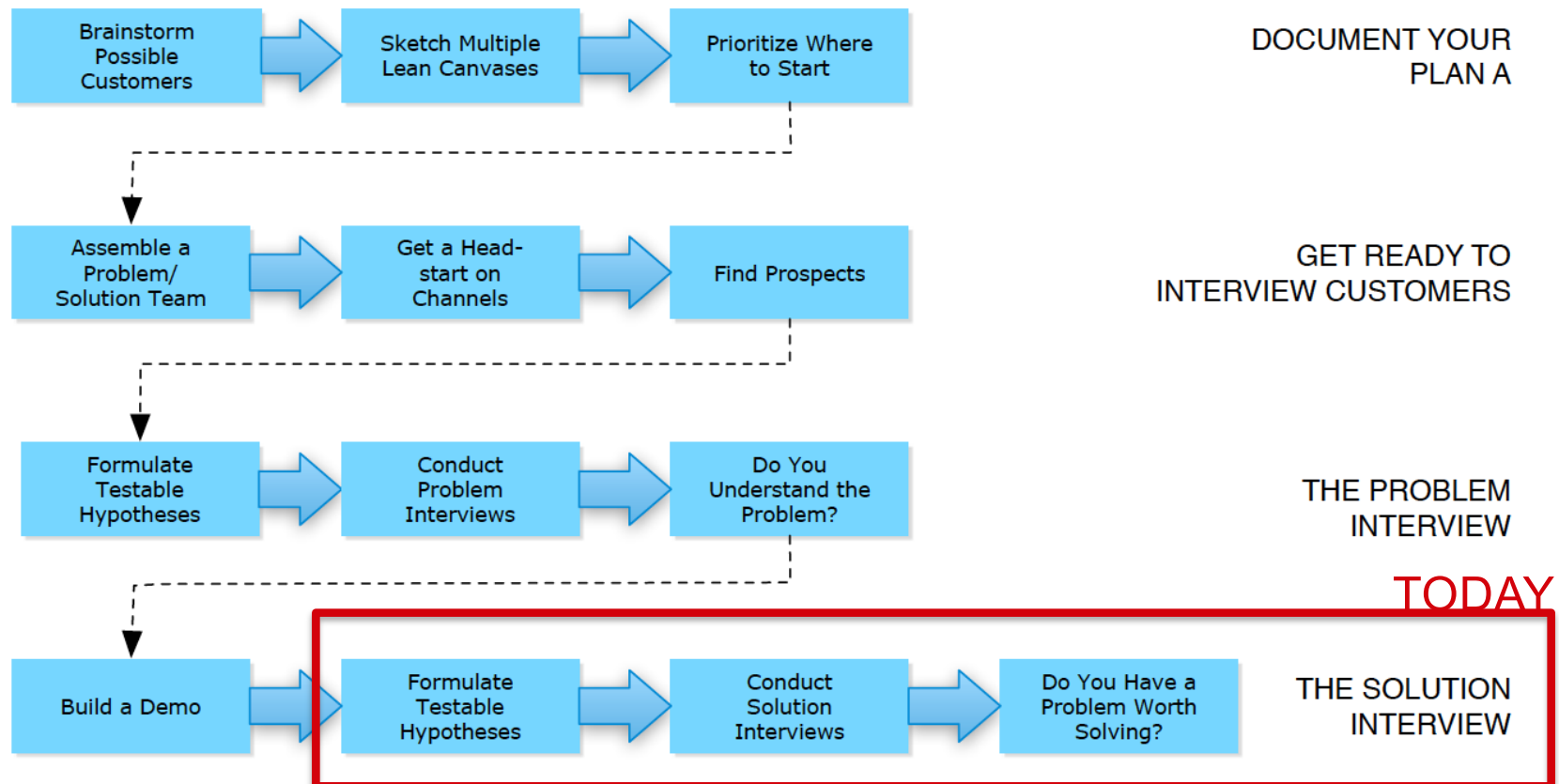


CS445 / ECE451 / CS645 / SE463
Software Requirements Specification & Analysis

Solution-Fit Interview



Problem / Solution Fit



Test Risks about our Solution

Experiments are designed to assess risks.

Product risk:

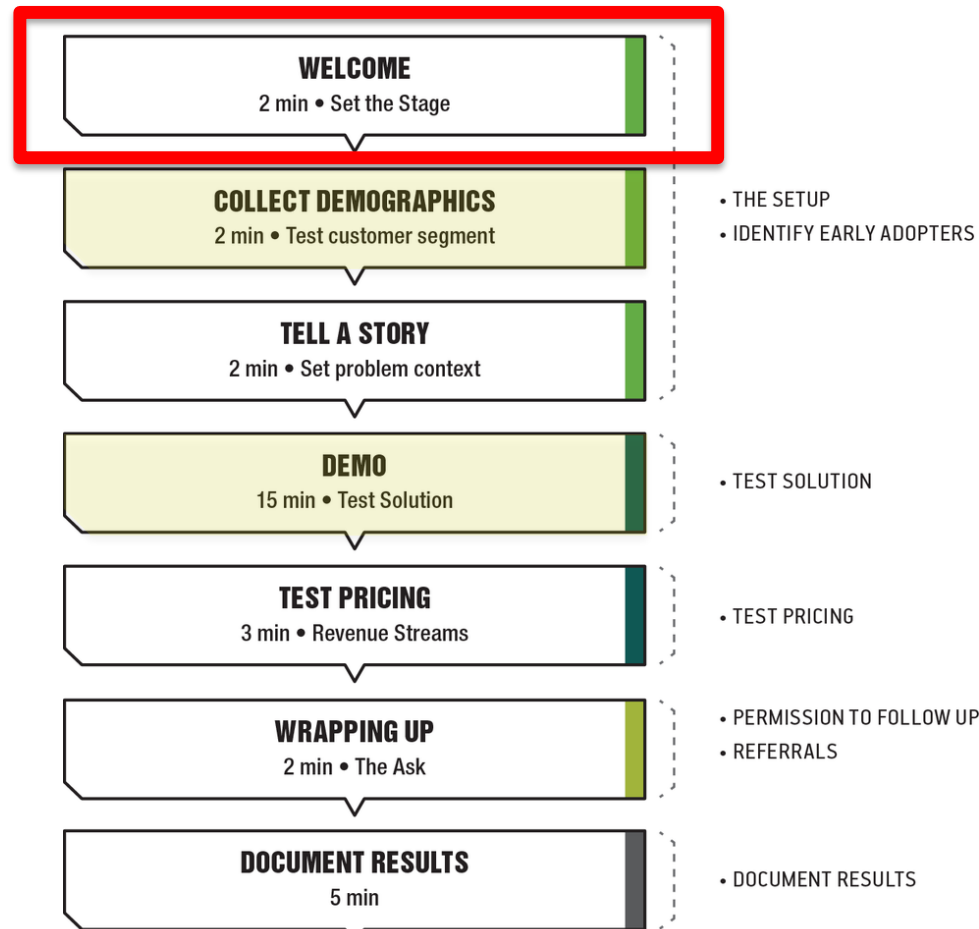
- Does your proposed solution and UVP align with your target customers number one problem?
- What is the minimum feature set needed to launch?



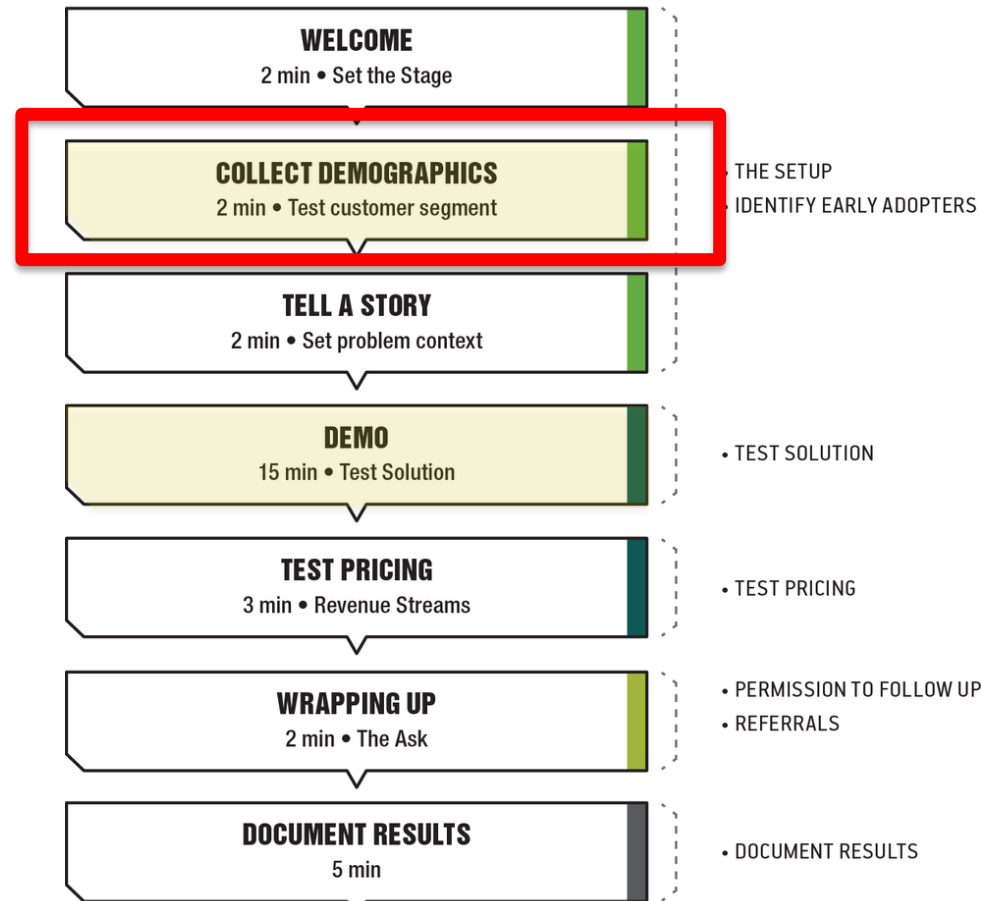
Test Risks about our Solution



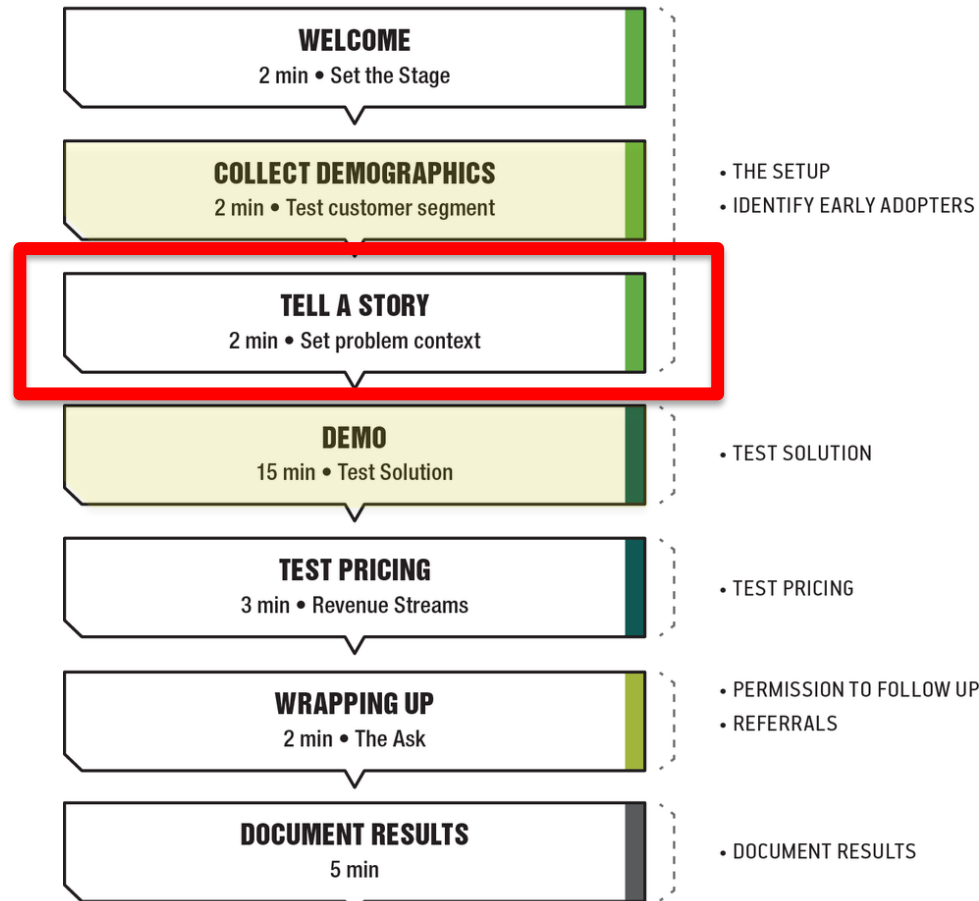
Solution-Fit Interview



Solution-Fit Interview







Solution-Fit Interview



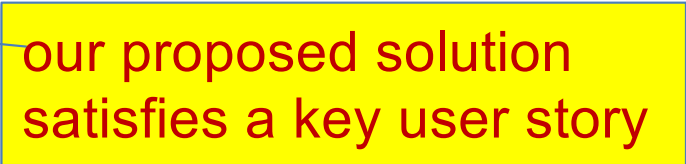
#4 Demo (Test Solution)

For each problem

- Show the relevant parts of the prototype and ask whether it captures the interviewee's essential problems.
- *So, those are our early ideas. We are trying to prioritize what to finish and release first and would like to ask you a few more questions:*
 -  – *What part of the demo resonated with you the most?*
 -  – *Which could you live without?*
 -  – *Are there any additional features you think are missing?*
 -  – *Would the UVP be a substantial improvement to your job?*

This is Different from a Pitch

The solution interview might sound a lot like a pitch, but its **essential goal is learning**.

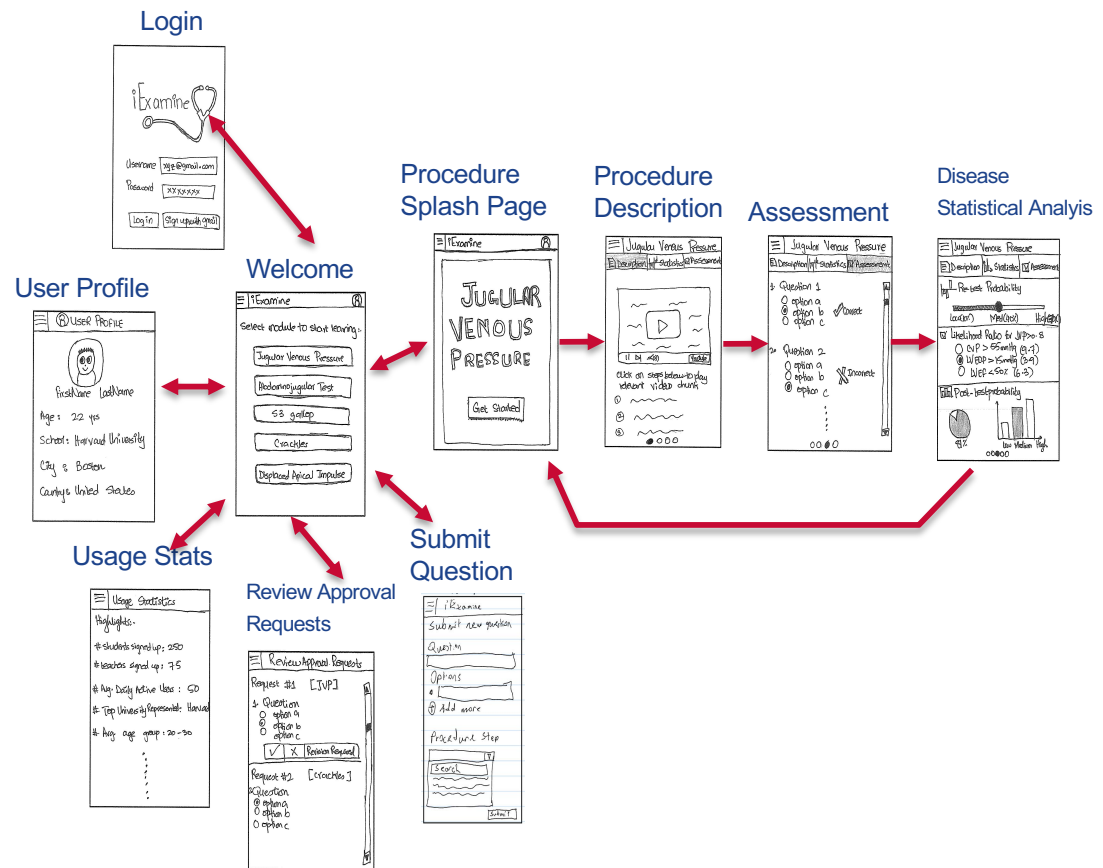
- Interviewer's attitude is important
- Pose a hypothesis 
- “Measure” the customer's reaction
- If the reaction is unexpected, stop and probe deeper for reasons

Cardio User Flow

(1) As a medical trainee, I should be able to submit additional questions, to enhance my learning and contribute to the question bank.

(2) As a medical trainee, I should be able to test my prediction about the likelihood that app patient suffers from a particular cardiac disease.

(3) As an admin, I would like to view usage statistics, to better understand how the app is being used.

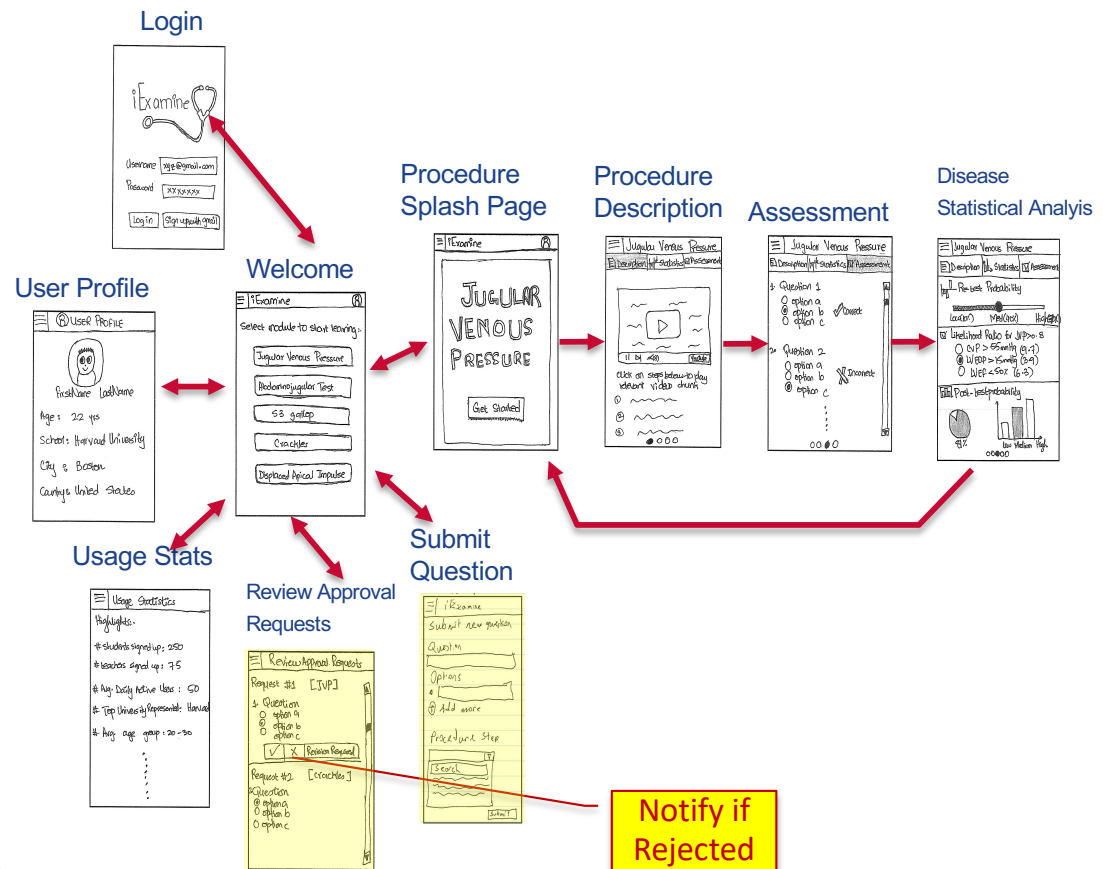


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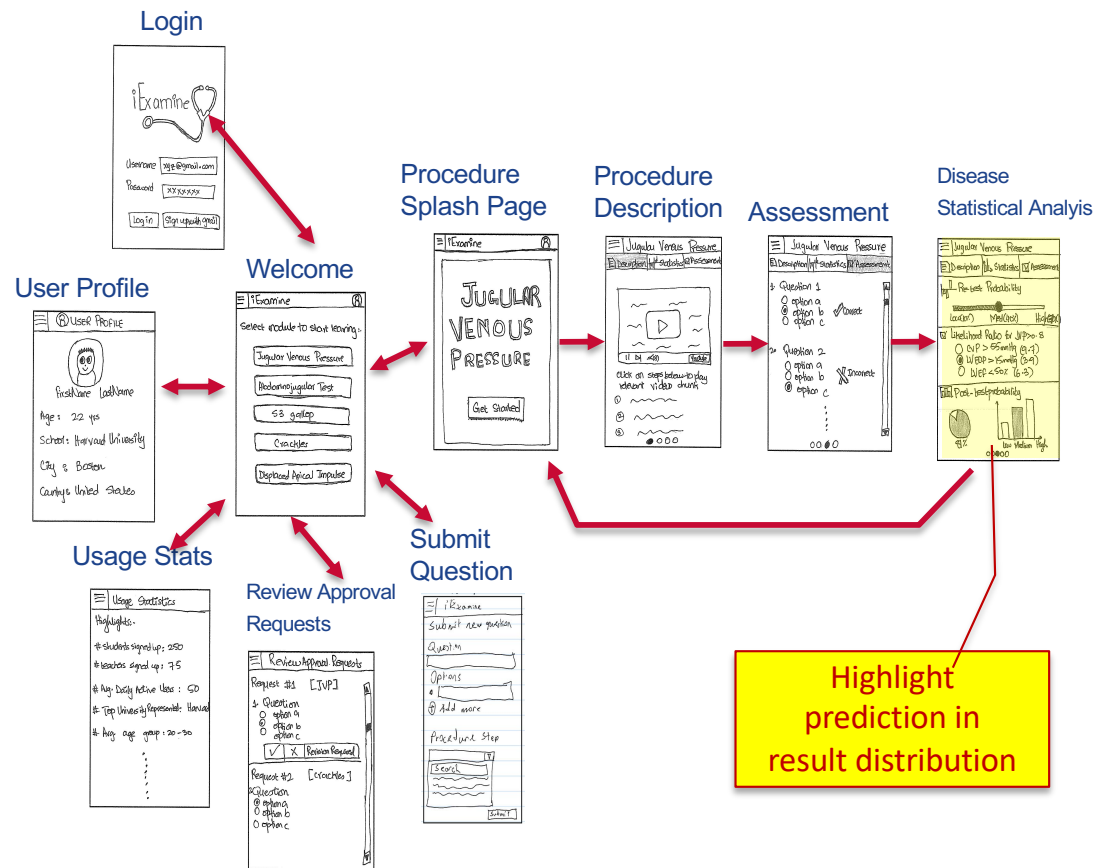


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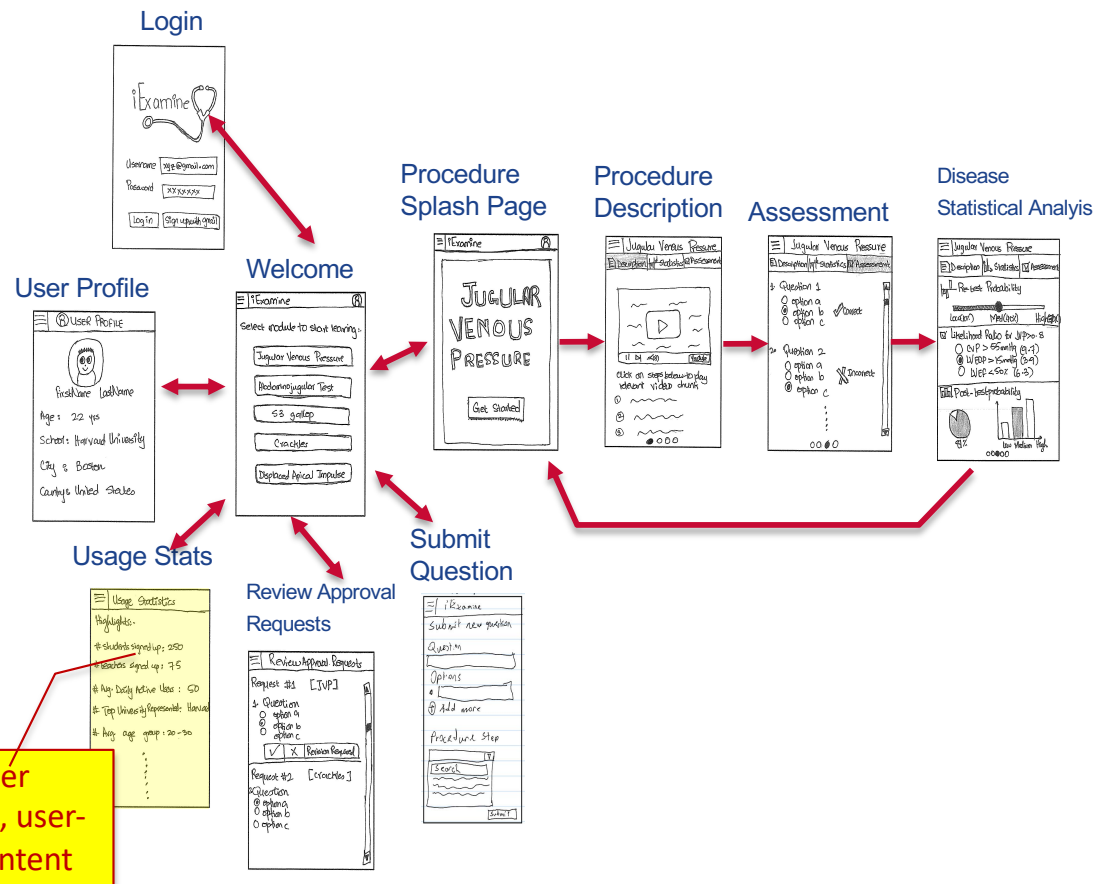


Cardio User Flow

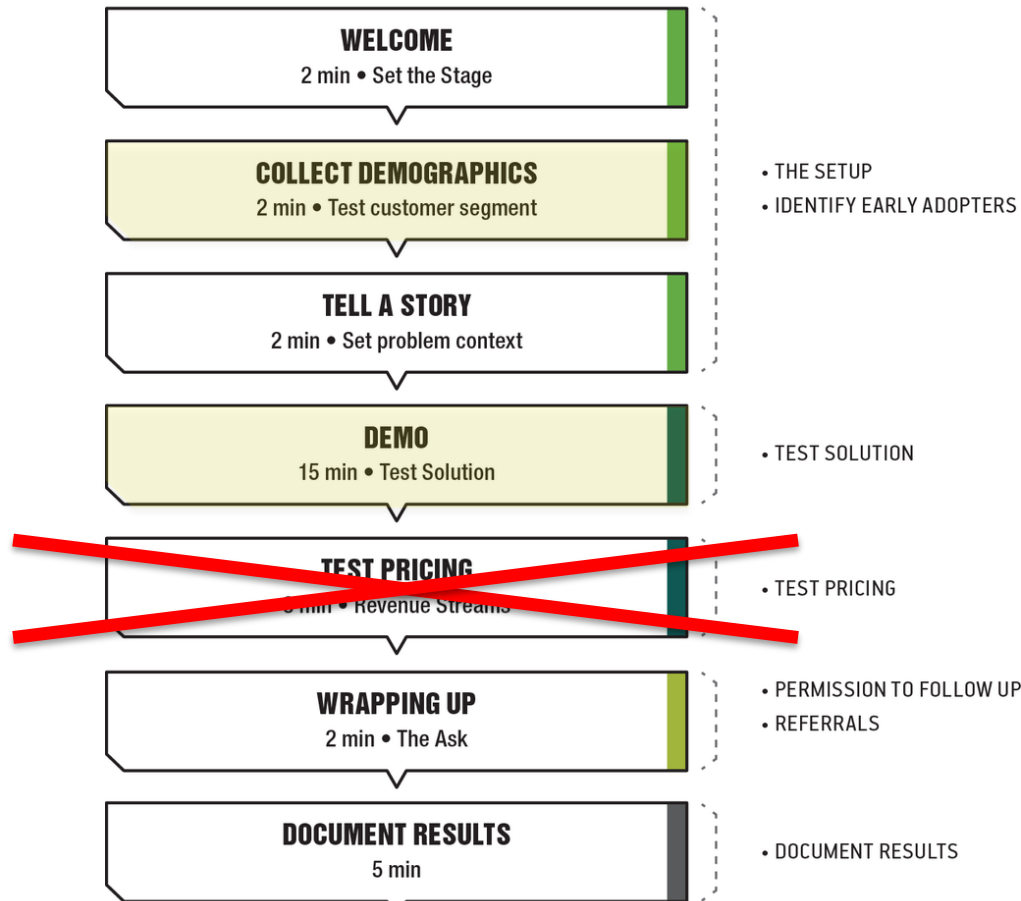
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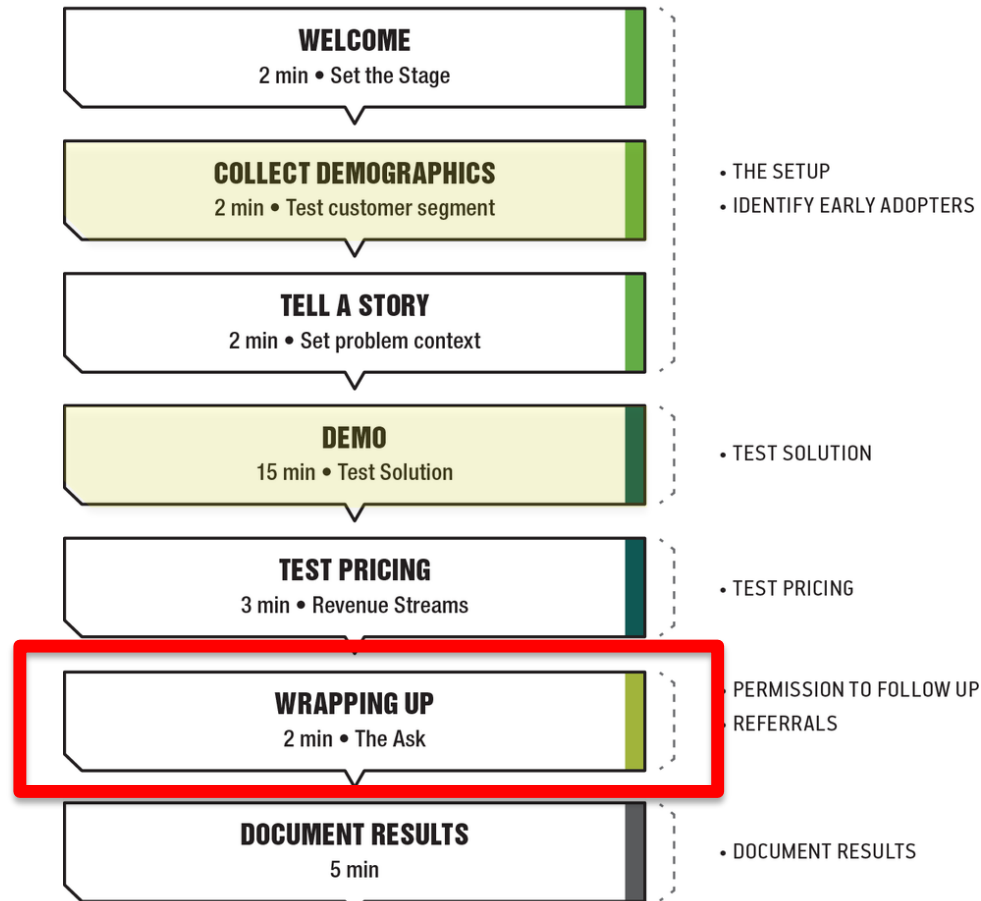
(3) As an admin, I would like to view usage statistics, to better understand how the app is being used.



Solution-Fit Interview



Solution-Fit Interview



#7 Document Results

SOLUTION INTERVIEW

Date: _____

Contact Information

Name: _____

Email: _____

Demographics

Age: _____ Gender: _____ Size of Family (spouse, kids): _____

Highest Education Degree: _____ Income: _____

How often do you travel: _____ How long is your average trip? _____

Where do you stay? _____

What do you look for in a place to stay? _____

Solution #1: Photos of Listings

Priority Ranking: _____ Pain Level: _____

Additional Comments: _____

Solution #2: Host Paid After Stay

Priority Ranking: _____ Pain Level: _____

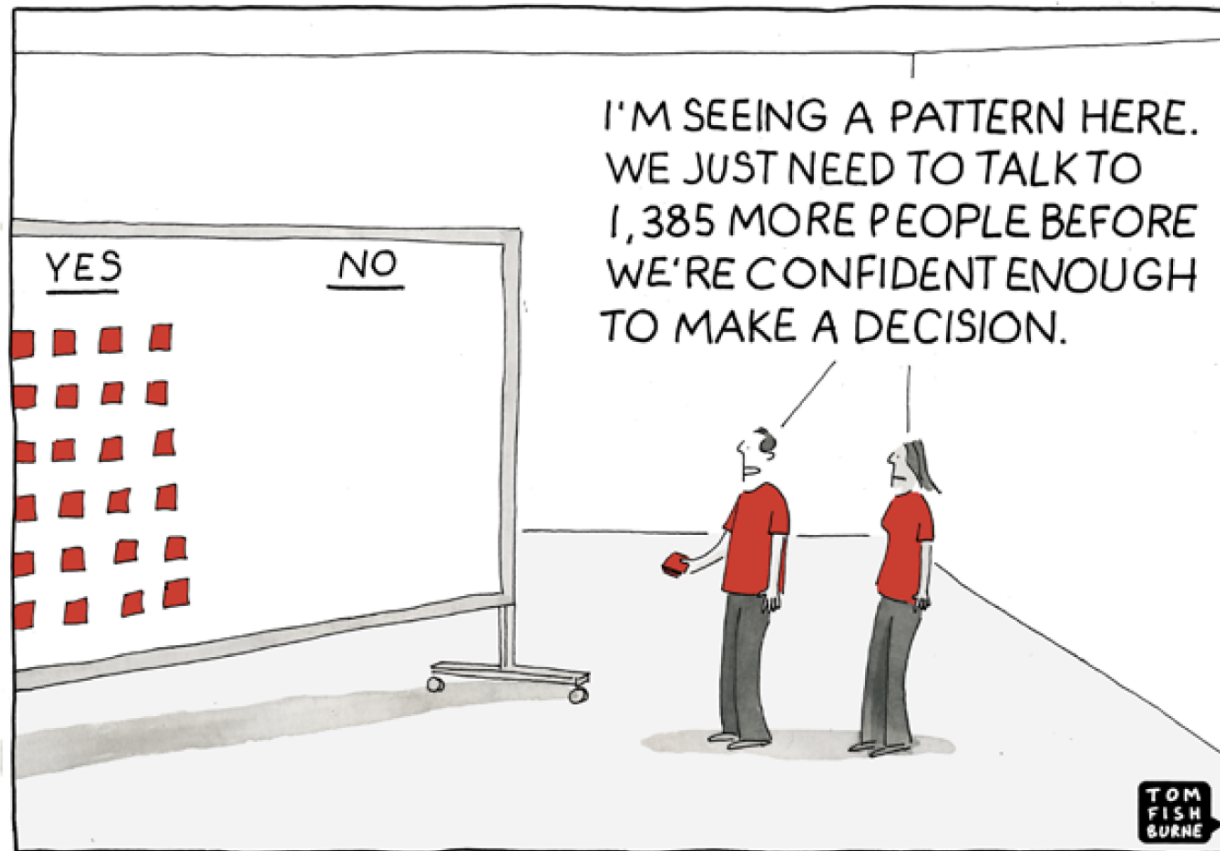
Additional Comments: _____

Solution #3: Host Profiles

Priority Ranking: _____ Pain Level: _____

Take the five minutes immediately following an interview to document your results while they're still fresh in your mind.

Look for Patterns in the Results



Value Added?

The New York Times | <https://nyti.ms/2rBBR1H>

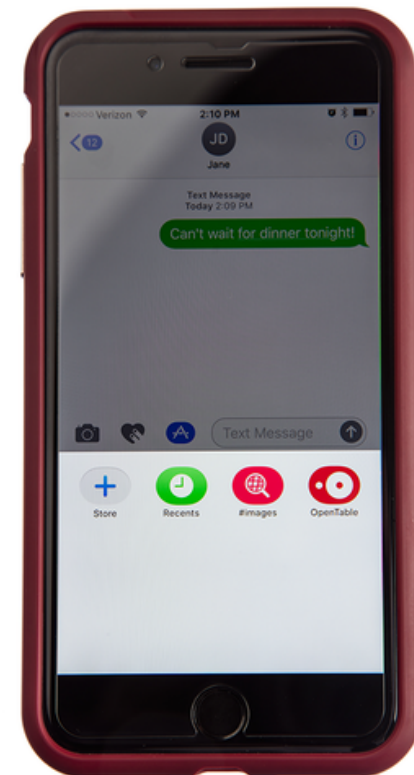
Apple Piles On the Features, and Users Say, 'Enough!'

By VINDU GOEL JUNE 2, 2017

SAN FRANCISCO — As Apple prepares to show off new features for the iPhone and other devices at its developer conference on Monday, the company is grappling with an uncomfortable issue: Many of its existing features are already too complicated for many users to figure out.

At last year's conference, for example, Apple's top software executive, Craig Federighi, demonstrated how users could order food, scribble doodles and send funny images known as stickers in chats on its Messages app. The idea was to make Messages, one of the most popular apps on the iPhone, into an all-purpose tool like China's WeChat.

But the process of finding and installing other apps in Messages is so tricky that most users have no idea they can even do it, developers and analysts say.



References

Ash Maurya, *Running Lean, 2ed*, O'Reilly, 2012.
Chapter 8: "The Solution Interview"



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