

## Need-finding and Point of View

### **The Team**

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### **Problem domain**

As the culture of consumption expands, people are joining membership clubs and using the benefits offered by them. Memberships are used with plastic cards, some of which take up space in our pockets, some get lost, and some we forget even exist. Moreover, sales and special offers are not distributed effectively.

**Initial POV:** Membership cards are a useful marketing tool, yet outdated.

We met Ronit, an actress. We were amazed to realize that whenever she had to receive another card after losing the previous one, the chain wouldn't let her have her slots pierced since she doesn't have any valid proof of buying those meals. It would be game changing if we could find a way of tracking the meals-purchase history of Ronit, so that whenever she loses a ticket, she could easily get a new one with the slots pierced as the previous ticket.

### **Additional Needfinding:**

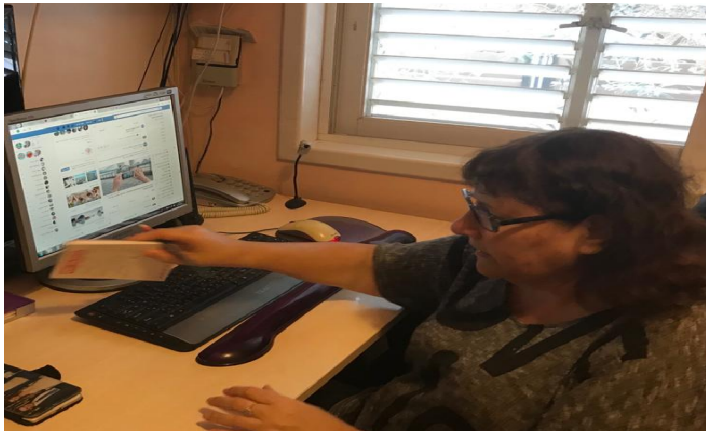
Based on our identified needs in using membership cards, we conducted five additional interviews this week. We compared our findings of Week 1 with other people of a broader range of membership cards use. Our findings are below:

### **Sara's Interview**

Sara works at an HR company. She goes shopping for food and clothes, and uses membership cards quite often.

When I've asked her "What kind of membership cards do you have?", she couldn't tell me exactly what membership cards she has because she had too many.

Sara says that she uses membership cards because she gets special member discounts. Moreover, Sara is annoyed by the fact that she gets mails each day because she is holding a membership card.



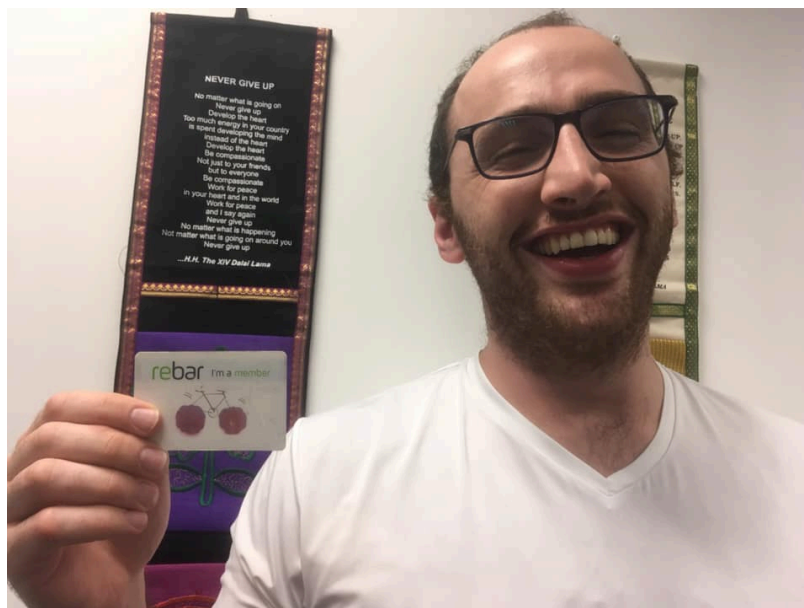
### **Matthe's interview**

Matthe is an international student in IDC Herzliya.

Since Matthe is also not an Israeli citizen, he is not able to receive a membership in his local supermarket, since he doesn't have an Israeli ID number.

However, he has a membership card for a smoothie place he goes to. Matthe does not own any membership cards in clothing stores, because he believes that it will not benefit in any way since he does not buy clothes frequently in the same place.

Overall, Matthe owns a membership card only for places he goes frequently.



**Ilan's interview**

Ilan is 26 years old. He is currently an international sales person.

Ilan usually uses the membership opportunities of his family members because he doesn't hold any membership cards.

He says he doesn't like to hold membership cards or be a member because he doesn't like to pay the fees, and he doesn't like to give away his personal information to companies. When we asked him why, he replied: "the personal details are most likely to be kept in an unsafe database or server".

It felt like a contradiction when Ilan doesn't want to hold membership cards, and nevertheless he does use them.



**Dan's interview**

Dan is a car dealer in Tel Aviv. He owns three membership cards of different supermarkets. He receives daily mail to his house of the current sales of each club.

He says that he gets too many papers to his house, concerning sales and discounts and as a result he mixes up papers of sales and bills. Eventually he goes to a club with a sale of a different club, or worse – with the electricity bill.

When talking about this problem, I could hear Dan's frustration in his voice.



### **Gal's Interview**

Gal is a soldier who is in the army during most of the week.

When he's at home, he uses two membership cards, one for the discounts at the supermarket and the other for using the facilities of a surfing club.

He gets the information about his memberships by emails, and says that it is not an efficient way to keep track of sales and special offers, since each membership sends way too many offers every week.

Gal seemed quite satisfied when sharing his experiences even though I would expect him to sound unhappy.



### **Revised POVs and HMWs:**

POV #1: Malthe

First, we met Malthe, who is an international student in IDC Herzliya. We were amazed to realize that he is not able to receive a membership card in his local supermarket only based on his nationality!

It would be game-changing if we could let people enjoy this system in a general international way, just like the internet!

Sample HMWs:

1. HMW make memberships available for everyone
2. HMW lure people from abroad
3. HMW introduce people to memberships
4. HMW make it easy for people to sign up.
5. HMW make the experience of becoming a member more enjoyable.
6. HMW speed up the process of becoming a member.
7. HMW provide the information easily for people.
8. HMW make people want to be a member.
9. HMW use the interest of foreigners to lure locals.
10. HMW lower requirements for becoming a member.

## POV #2: Gal

Then, we met Gal who is a soldier in the army, living on base most of the week.

We were amazed to realize that there's a massive amount of promotion and marketing mail he is receiving on a weekly-basis to his g-mail account!

It would be game-changing if there would be a way of sorting all of the mails to smaller amount and more accurate to what he actually needs.

### Sample HMWs:

1. HMW get people's interest with only 1 email/letter/etc.
2. HMW find out the right amount of news per day.
3. HMW keep people using the membership.
4. HMW use newsletters design to lure more people.
5. HMW make news more readable and yet informative.
6. HMW get more audience to hear about the membership.
7. HMW use the newsletters to increase interest for products.
8. HMW get people to understand the new offers even before they start reading about them.
9. HMW change people's mind to think better about the "annoying" newsletters.
10. HMW understand what people want to see in newsletters.

## POV: Sara

We also met Sara, who works at an HR company in Ra'anana and lives with her beloved cat.

We were amazed to realize that although Sara has a major problem dealing with the amount of cards she owns, it does NOT stop her from being a member of more clubs.

It would be game-changing if we could help members have a better and digital way of arranging all of the clubs they are members of and help the eco-system as well!

### Sample HMWs:

1. HMW get rid of physical membership cards.
2. HMW make membership always available to receive.
3. HMW get to know what users want instead of cards.
4. HMW make membership cards easier to use.
5. HMW make people free from losing their cards.
6. HMW use a card's design to get the interest of different segments of society.
7. HMW increase the amount of people using membership cards.
8. HMW make cashiers use their opportunity of interacting with people.
9. HMW make membership cards eco-friendly
10. HMW make membership cards ready to use everywhere

**From these HMWs, we selected three to address and attempt to resolve in more detail:**

- How might we make it easy for people to sign up? (POV#1)
- How might we use the newsletters to increase interest for products? (POV#2)
- How might we make people free from losing their cards? (POV#3)

## **Solutions**

- a. We can make the experience of becoming a member more enjoyable by introducing relevant products and deals for the member.
- b. We can encourage customers to use their membership by making a platform that makes their shopping experience more productive.
- c. We can get rid of physical cards by creating an application gathering all the necessary memberships together.