

Full Life Cycle Use Case

Lecture 8L
GSL Peru 2014

Full Life Cycle Use Case

- More than how the product is used.
- Full Cycle Use Cases describe customer's
 - Needs
 - Acquisition
 - Benefits
 - Payments

Full Life Cycle Use Case

1. How end users will determine they have a need and/or opportunity to do something different.
2. How they will find out about your product.
3. How they will analyze your product.
4. How they will acquire your product.
5. How they will install your product.
6. How they will use your product (in detail; see the Satisfier example further on).

Full Life Cycle Use Case

7. How they will determine the value gained from your product.
8. How they will pay for your product.
9. How they will receive support for your product.
10. How they will buy more product and/or spread awareness (hopefully positive) about your product.

Example: Fillbee

Multiple Initial Set-Up Options Aimed at Ease of Use

To get started, Consumers can:

- 1.) Start with standardized room shape templates
- 2.) Enter the dimensions of their room
- 3.) Start with a pre-loaded room layout
- 4.) Upload 2 pictures of their room
- 5.) Upload a 360° video of their room

Furniture from Multiple Retailers

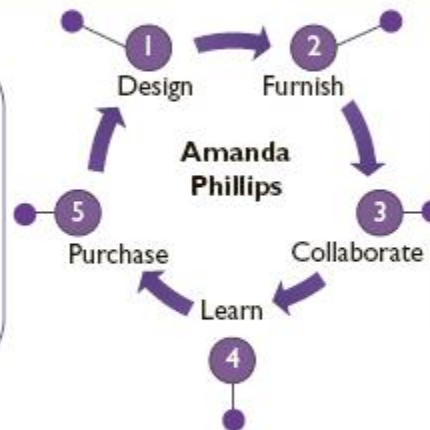
Consumers shouldn't be confined to one or two local retailers. With FillBee Marketplace, Consumers can:

- Select furniture by type
- Drag and drop the chosen item
- Repeat the previous steps until they've built the perfect room

Reduced Friction at Checkout

On FillBee, Consumers can:

- Use FillBee Diagnostics to optimize spend
- View discounts and coupons in an aggregated view
- Complete a purchase through one checkout process, rather than from multiple vendors



Design with the Crowd

FillBee's social and collaboration features let Consumers:

- Share in the decision-making and design process with their friends and families
- Keep up on the latest trends in design and decor
- Get help from a Pro Designer

Real-Time Feedback Feature Helps Consumers Make Better Informed Decisions

FillBee Diagnostics will perform an automated sanity check on the layout consumers create, providing Consumers with:

- Tailored recommendations based on the Consumer's prior usage and purchase history
- Automated design-centric alerts such as spacing recommendations between two furniture items
- An automated ratings engine that provides ratings based on design and cost metrics

Let's try again: Meet Paco



- Male, 25-30 years old
- Earns \$10,000/year as a software developer
- Moving from Lima to Arequipa to be re-located for work
- Single, spends lots of time with friends
- Enjoys going to bars and clubs
- Fears: being alone, moving away from his friends

Meet Paco



- Uses internet for social networks and news. He's tech savvy and owns the newest model of smartphone.
- Main reason for using product: Adondevivir allows searching by location, within his budget
- Location is important to him: he wants to live near a busy street and find an apartment in which he can host parties

Full Life Cycle Use Case

Why?

- Job relocation
- Loss of income
- Loss of roommate
- Independence

How?

- Word of mouth
- Advertisements in popular tech and housing websites

Full Life Cycle Use Case

Analyze

- Free trial?
- Compare with Airbnb
- Read the local ads

Acquire and Install?

- Computer from his work
- Mobile phone

Full Life Cycle Use Case

Use

- See diagram

Gain Value

- Quickly, easily find new housing that matches his preferences and financial needs

Full Life Cycle Use Case

Pay?

- Credit Card online
- Mobile payments

Support?

- Online
- Phone call

Full Life Cycle Use Case

Buy more?

- Next time he moves

Spread awareness?

- Word of Mouth - family, friends
- Social Network - Twitter, Facebook

AdondeVivir Use Case Example

1. **Personalize** – select exactly what you want

- Specify type of building from drop-down menu
- Specify location in Peru
- Specify exact price with easy price bar
- Specify whether buying, selling, renting (and duration)

2. **Browse** – quick browsing

- Featured photos to browse through
- Popular locations to browse through
- Price ranges displayed
- Helps with personalizing options

3. **Collaborate** – connect with others like you

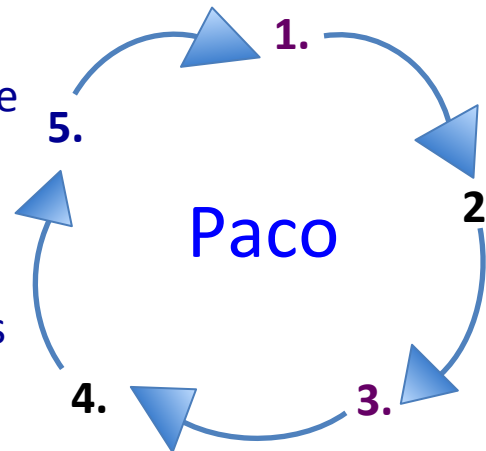
- Share experience with others also purchasing or selling
- Blog where clients can post and view others' comments

4. **Learn** – learn from professionals

- Tips available for purchasing or selling
- Connect with agents, customer service, employees, and builders
- Articles/guides with essential information

5. **Purchase** - buy or sell

- Use price calculator and guide
- View special offers and discounts
- Complete purchase through easy-to-use checkout process



Homework

High Level Product Specification

- Visual representation of the final product.
- Create a storyboard or diagram.

