



- Independent living
- Concerned that existing 8 hr per day/5 days a week care is not enough
- Caring for mom at home, just like grandma (24/7)
- Daytime care giver (5 days)

Awareness Expectations

Hospitalized due to urinary track infection
Fall



- No longer worried about level of care
- Newer, nicer facility
- How do we convince the family it is time
- Find good value
- H: have peace of mind
- Avoiding conflict within family
- Level of care meets moms needs
- H: facility can meet change health needs
- Will we be able to convince Mom it is time
- Place where mom is loved
- Depletion of mom's funds (no estate)

Dr. recommends 24/7care
Mother-in-law suffered mini-Stroke
Loss of short-term memory

No place for dog
Time period due to high cost of 24/7 care
Touchy topic: Avoiding conversation at all cost
Health care needs (due to loss of memory)
Lack of available care givers (in January)
H availability of facility
Some facilities don't accept someone at later stage
"Overruled" by family and care giver

Discharged from Hospital

- Mom feeling welcomed
- Appreciated and supported by wife
- Pot: Avoid stress. Early conversations about "end life" will
- Satisfied with the facility we chose
- Now affirmative: we did the right thing
- Burden of being accountable
- Mom concerned about the dog
- Self doubt (moving mom to facility)
- Decisions to be made hit like a tidal wave
- Feeling overwhelmed: Myriad of options/permutations of options make it hard to choose
- Wife felt as being the "step-sister"

- manage the financials of mom
- determine how it all works
- having access to bank account
- find the "right" place for mom
- make the new place homy
- paying moms bills
- being monitored by relatives (dealing with money)
- convince mom to move
- determine mom's short term needs
- validate facility is safe
- convince family
- ensure mom being treated as a human being
- see how staff treats residents
- determine mom's long term needs
- be confident in the decision made
- determine if facility can meet both short term and long term needs
- keep all options open
- determining all the costs involved in caring for mom over time
- determining how we will pay for, cover monthly, annual costs
- find a place for the dog
- determine all legal aspects, power of attorney, etc.
- understand all the options

- Well staffed
- Staff cares about residents
- Cafeteria style eating area, not warm
- Super nice facility (golf course, nice views)
- Floorplan (apartment plus nice common area)
- Cost of care very expensive
- Nice furniture
- Poximity, close to us (allows visiting daily visits)
- Head nurse very regimented
- Empathetic tone of staff
- Menu of costs for everything
- H: diet or food
- Bad vibe
- Pos. vibe: facility looks and feels like home
- Secure for memory-loss residents

Experience Trade-Offs

Small assisted Living Home (10 units)
Homecare 8 hrs per day, 5 days a week
Post Hospital, Homecare 24/7 for 3 weeks





Awareness Expectations

Bad butcher visit, annoying the public
Seeing courier services with cargo bikes
Husband suggesting E-Cargo Bike
Friend wants to sell a bike

Drive a safe car
Cannot ride bus on time and miss appointments
Daughter is quite heavy, hard ride normal bike
Not comfortable driving a car
Being anxious about driving
Messing up schedule of the day

Buy a cargo bike
Kids, grocery and cats would be ideal
Buy second hand
Sturdy bike, in case of collision
Double-stroller in bus not good
Husband likes new technologies
Be able to go to appointment in time
Having accident in pregnancy
Relief carbon footprint
Cargo bike best solution for transportation problem
Accident with kids when overlooked by car
Being able to reduce Co2 footprint
Warranty is in place
Missing appointments
Not worry about purchase in maternity ward

Got pregnant with second child
Not comfortable driving car in UK

Hilly roads
Small selection of cargo bikes within budget
Budget: Spend up to 4K BP
Forget to charge e-bike from time to time
Weight of bike, I need to be able to carry it
Mom worries about grandchildren in cargo bike due to safety
Lack of suitable parking spots in the city
Don't know anybody to talk to about cargo bikes

Watching reassuring video on Youtube
Test drive first time and second thoughts
Testing bike the second time

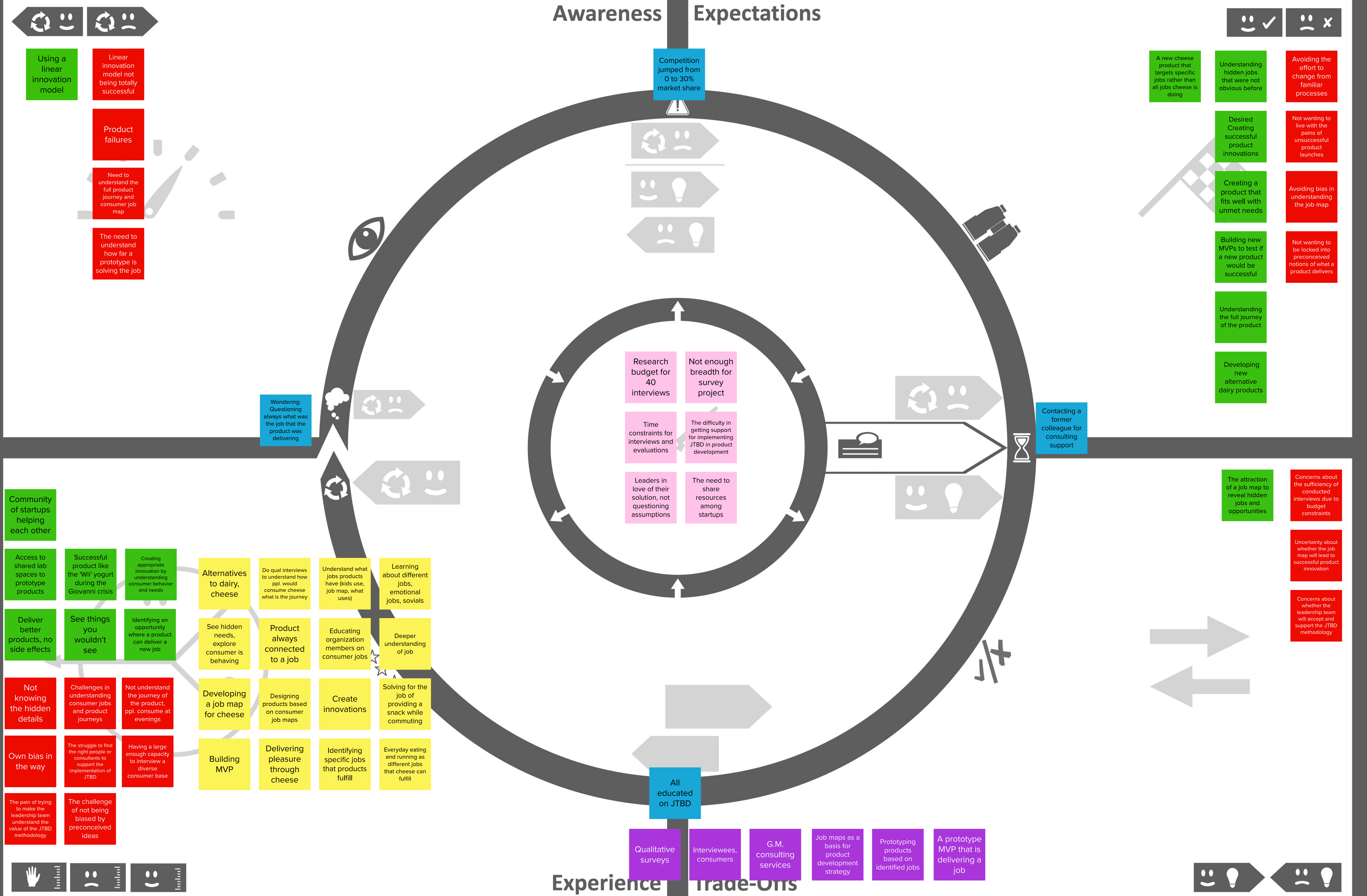
Carbon footprint relief
Surprise gain: feels safer than it first appeared
Makes life easier
Transport all I want, kids, bags, cats
Living in a cargo bike friendly city
Not anxious missing the bus or parking car
Riding cargo bike is fun
Bus not practical with two small kids
Struggle to use the lock
Struggle to keep daughter in bus in place
Not able to park everywhere because of size
Bussed are not in time
Afraid of falling being pregnant

Find a way to commute in the city
Testing bike with 2 cats in transport boxes
Try bike in back garden
Go to doctors and appointments independently
Having paperwork in order
Pondering about cargo bike
Safe money to buy a car
Check second-hand websites
Manage complex schedule
Transport 2-3 bags of grocery shopping
Going to baby classes
Go to park on weekends
Grocery shopping
Let mom test drive cargo bike
Convince family that cargo bike is a good solution
Replace car with cargo bike
Research parking spots for cargo bikes
Convince relatives to buy cargo bike
Transport cargo bike home
Show educational videos about cargo bikes
Compare with other cargo bike types
Ride in back garden for the first time
Be prepared for the birth of second child
Park bike and walk to final destination
Take kids to nursery and midwife apptmt.
Making sure cars behind me keep a safe distance

Tern was a good bargain
Cargo bike not very safe
Long battery life
Never seen anyone with a cargo bike
Used bike from friend is really good price, half price
Is cargo bike safe?
Want particular brand because of ranking and safest, best features, and rain cover
Parking cargo bike in narrow places
Cargo bike feels like driving one of those little cars
Strange test drive, high weight, dragging, something big, maneuver and turn unusual
Not being able to see kids in the back

Raleigh-Stride 2, used, 2 wheel
Second-hand market place
Big bike spaces
Lock, working with fingerprints
2 kids seats in cargo space, adaptable for toddler and newborn
Insurance
Husband drives a company car
Seats with harness
Bike seat on husband's bike
Kids helmet
Cargo bike websites
Small child seat
Cargo bike videos



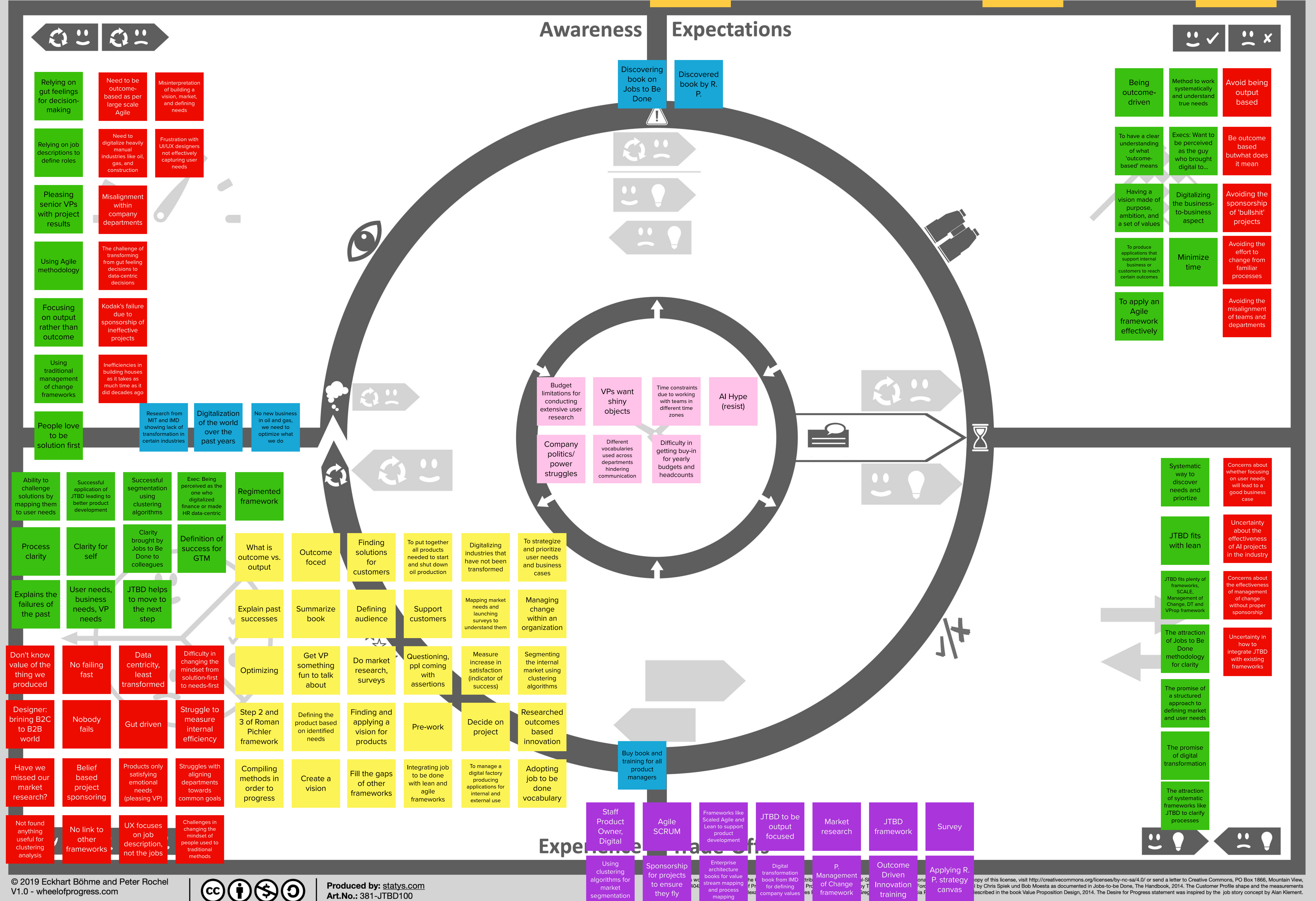


The Wheel of Progress 1.0

Customer Job: JTBD

Date: 12/4/24

Iteration: S1/I2 (T)



Awareness

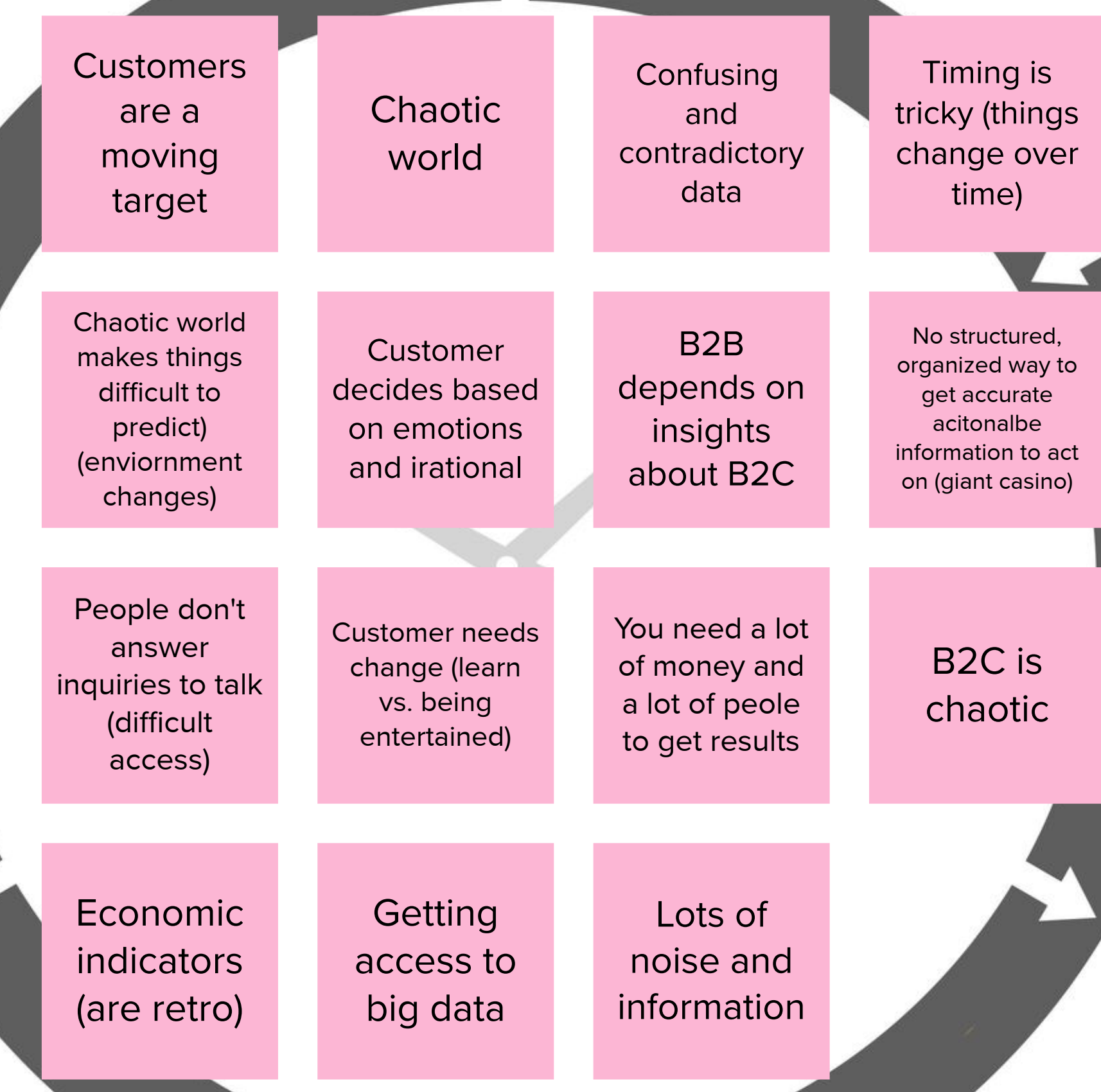
Expectations

Speaking at conference (weak resonance)

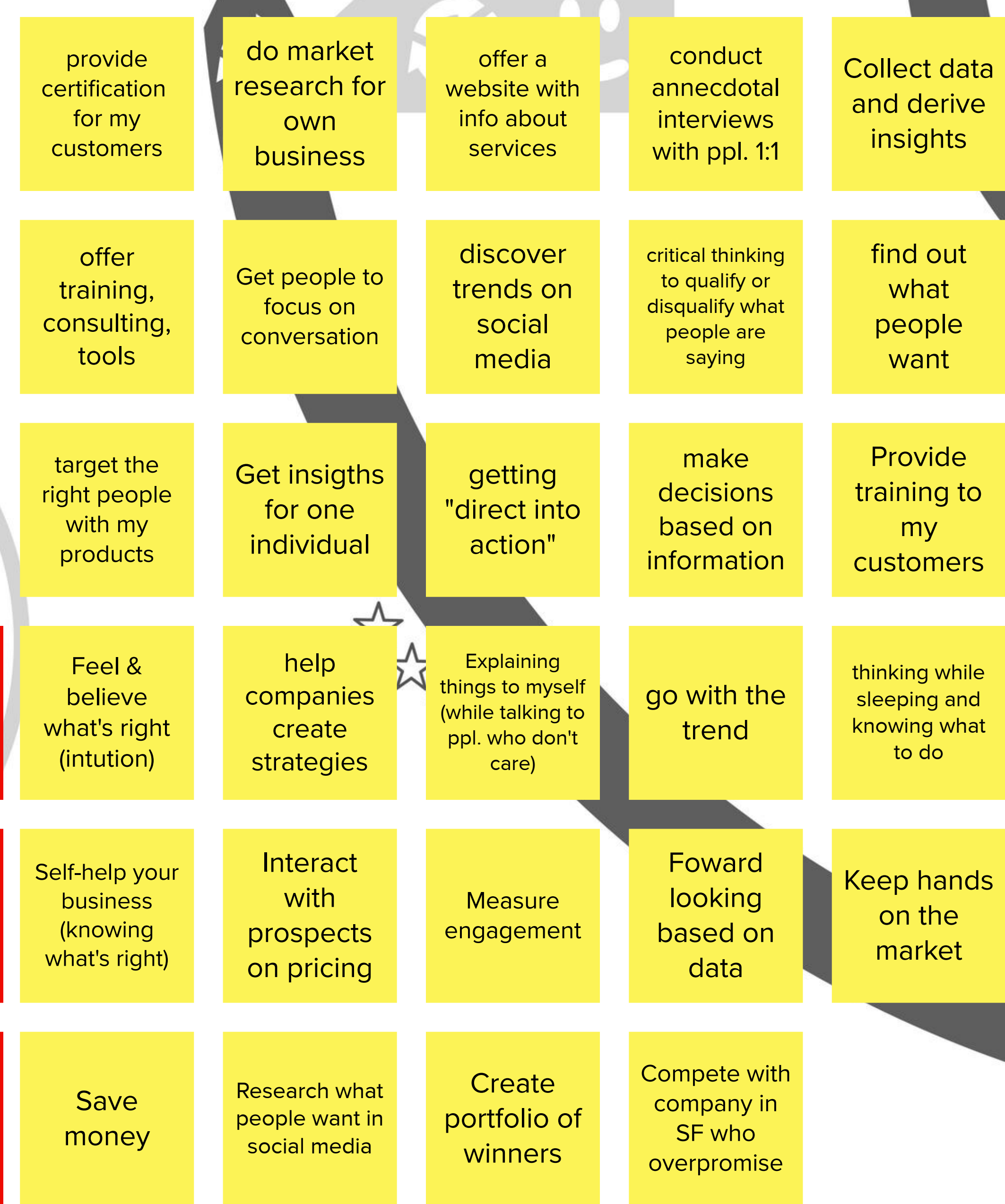


- Objective data through digital media/ interface interaction
- Thinking: Big data improves success rate
- Thinking: cyclical behavior of the economy
- Thinking: Intuition helps
- Thinking: Trends/ markets override everything

- Knowing the "why", b/c it helps you make strategic decisions
- Accurate information on what people really want
- Understand causality and predictability: do this get that (formula)



Stopped focus groups, surveys etc. 2016, need to do something else



- Op. Consolidated solution that helps to make better decisions
- Current research method provides a higher probability for making better decisions
- More relevant products due to feedback forms
- Good information coming from one conversation
- Success with presentation in front of prospects
- Big data doesn't give you insights into motivation (reason why ppl buy, scenario, back drop)
- High cost related to enticing people (large sample necessary)
- Sceptical of what's happening
- Social Media is a beauty contest (not reliably showing trend)
- Traditional methods of customer research don't work
- Feel & believe what's right (intuition)
- help companies create strategies
- Explaining things to myself (while talking to ppl. who don't care)
- go with the trend
- thinking while sleeping and knowing what to do
- Self-help your business (knowing what's right)
- Interact with prospects on pricing
- Measure engagement
- Forward looking based on data
- Keep hands on the market
- Save money
- Research what people want in social media
- Create portfolio of winners
- Compete with company in SF who overpromise
- Traditional means of research are unreliable, time consuming, expensive, less objective
- Playing the blame game when something doesn't work
- Being a bit cynical (in relation to market research)
- Customers don't buy it despite high agreement rate
- No guaranteed results despite high investment
- Save money
- Research what people want in social media
- Create portfolio of winners
- Compete with company in SF who overpromise
- BUT: Not trying to find out who are customers for companies (not reliable)
- Hard to change habits of people
- Don't know what big data means (motivation)
- Wasting \$5k on Google Ads (0 outcome)
- No correlation between data, conclusion and action
- Difficult to connect the dots (different data points) (multi-dimensional)
- Changing features and measure success is inconclusive based on customer feedback
- Unsuccessful presentation
- No system, approach, method that can really help making better decisions
- not suitable for strategic planning
- don't the reasoning / the why

