Stubuddy discovery meeting

Date: 01.07.24

Time: 10:30 AM

Location: Teams

Attendees:

Asim ERTURK

Asli GUNEYI (minute taker)

Bill BATIRBEK

Diksha NAYYAR

Zeynep TURAN

Ceyhun KOCAL

Key point discussed:

Summary - Aim to provide additional information for the ease and comfort of students

- They are guests not students
- Stubuddy needs to anticipate the students wants and needs
- Important to look out for the parents as they are the main buyers of services.
- Students are more interested in partying and exploring and will forget basic items i.e. Kitchen essentials.
- Try to understand and solve the student's problems before they even figure out what the problem is.
- Aim is to cover every little detail that may be questioned for international students. i.e. nearest Tesco, weather forecast.

Decision – need to provide airport transfers – agreement with Heathrow express.

- Persona for student from different countries
- Think of it from the user's perspective
- Give students tips i.e. 'not to change your currency at the airport as it's a rip off'

  Challenges that students may face:
  - Transportation
  - Language barrier
  - Currency
  - Unfamiliarity with shopping environment
  - Local items

Action - Interview 2-3 students from (China, India, UK, USA, France)

- 1-2 students from elsewhere
- Total 10 students (30 mins interview)
- Reward students with £20 amazon gift card for participating

- Interview categorised into:
  - Themes
  - Persona
  - Insight
  - Recommendation

- Will take 9-10 days to complete all interviews
- Aim to complete everything in 20 days
- Set up a meeting On Friday – competitive analysis