

# POV (Point of View) / How might we / Brainstorm

Users	Nisa Mother / Online Teacher	Max Cafe Owner / Barista
Needs	To teach online classes on schedule and take care of household detail.	To run his cafe and be aware of changes that affecting the cafe's operation and react accordingly.
Insight	Nisa spends most of her time at home. Due to her busy schedule, she does online grocery shopping, sometimes calls food service through Apps and teaches online English classes every day.	Max works in the cafe as a barista and business owner. He hired one employee to help him and he does a manual account himself.
POV	<ul style="list-style-type: none"><li>• Nisa needs an easily understandable bill because she is busy.</li><li>• Nisa needs to be informed if there is any energy cut-off because she will need to reschedule the class (or go somewhere else that has electricity and internet).</li><li>• Nisa needs to know when the booked engineer and service would be at her door because she might be in the class.</li></ul>	<ul style="list-style-type: none"><li>• Max needs to be aware of tariff change because he is calculating the cost.</li><li>• Max needs to compare the bills because he wants to compare the differences.</li><li>• Max needs to be informed if there is any energy cut-off because it will impact his business directly.</li><li>• Max needs to let his employee pay the bills sometimes because he is busy.</li></ul>
HMW (How might we)	<ul style="list-style-type: none"><li>• How might we let Nisa understand the bill at one glance?</li><li>• How might we inform Nisa about the cut-off in advance?</li><li>• How might we remind Nisa about power-cut again if she forgets something important?</li><li>• How might we let Nisa know when is the engineer arriving? Because she might be in a class.</li><li>• How might we let Nisa know there is an App that can help her managing energy account.</li></ul>	<ul style="list-style-type: none"><li>• How might we inform Max about Tariff change?</li><li>• How might we let Max feel he is in control of the operation cost?</li><li>• How might we inform Max about the energy cut-off in advance?</li><li>• How might we help Max save energy?</li><li>• How might we let Max's employee pay the bill for him?</li></ul>
Brainstorms	<ul style="list-style-type: none"><li>• Emphasize the key data. Show in calculation logic.</li><li>• Cut-off notification<ul style="list-style-type: none"><li>- App-installed customers: by the app</li><li>- Non app-installed customers: message or email.</li></ul></li><li>• Connect the engineer's task completion with App. Allow Nisa to leave a message on the App for the visiting engineers.</li><li>• Promote App. Encourage customers to install the app with a harmless discount?</li></ul>	<ul style="list-style-type: none"><li>• Tariff adjustment notification.<ul style="list-style-type: none"><li>- Start informing the adjustment on few bills in advance.</li><li>- App.</li><li>- Message or email.</li></ul></li><li>• Show the usage and tariff. Able to compare between duration as well.</li><li>• Create an energy-saving zone for customers who need it.</li><li>• Maybe a "shareable" barcode? Could send the barcode to others directly.</li></ul>