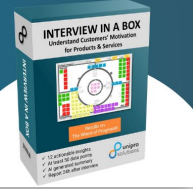


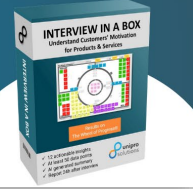
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Interview in a Box Customer Research Report

Thank you for your purchase of "Interview in a Box – Consumer Edition". We are excited to share the findings of our customer interview with you.

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1. Meta information

Interview date: 9 June 2022

Interviewee: Amélie

Product purchased: Electric cargo bike

Demographics: Female, 32 years, married, mom of one daughter, pregnant with second child, lives in Bristol (UK), from Paris (France)

Recruited by: Agency

2. Findings

Figures

Elements	#	Particularities
Events	4	
Pushes	8	The high number of pushes points to great desire to change.
Habits	4	
Desired Outcomes	7	
Avoidances	5	
Pulls	6	
Anxieties	6	
Jobs	7	
Pains	5	
Gains	7	
Constraints	6	
Solutions	6	
Total	73	

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Interview Summary

The interview provides insights into the transportation challenges and decisions of a parent in the city. Initially, using public transport with a toddler posed difficulties, such as unreliable schedules and the struggle of managing two young children. Driving a car in the city was also fraught with challenges, including anxiety, parking difficulties, and safety concerns for children.

To address these issues, the interviewee explored alternative transportation methods. They purchased a cargo bike in anticipation of their second child's birth, finding it a reliable and stress-free mode of transportation for commuting with children. The cargo bike was used for specific appointments, and there was an effort to convince relatives of its safety and utility.

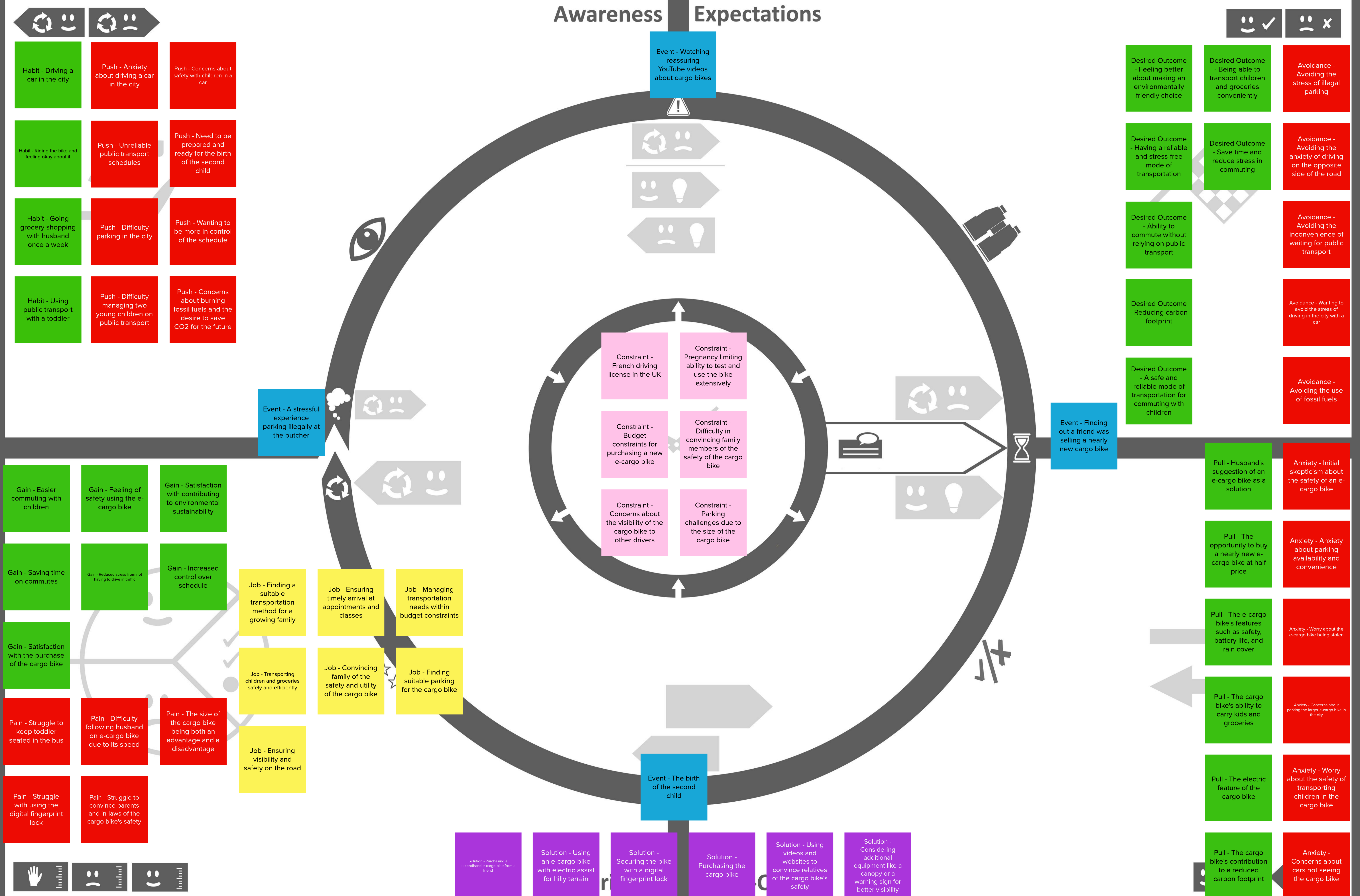
The interviewee's concerns extended beyond immediate convenience to environmental considerations. They were troubled by the burning of fossil fuels and desired to reduce their carbon footprint. The cargo bike presented a solution that aligned with their values, offering a way to save time, reduce stress, and gain more control over their commuting schedule without relying on public transport.

Grocery shopping with the husband became a weekly routine, and riding the bike was an activity that the interviewee felt comfortable with. The need to be prepared for the birth of the second child was a significant factor in their transportation decisions, as was the desire to have a safe and reliable mode of transportation that did not contribute to CO2 emissions.

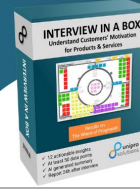
In summary, the interviewee's transportation choices were driven by a mix of practical concerns for safety and convenience, the need for reliability and control, and a strong environmental consciousness. The cargo bike emerged as a solution that addressed these diverse needs, providing a way to commute with children that was both eco-friendly and liberating from the constraints of public transport and car usage in the city.

Data projected onto The Wheel of Progress

See next page



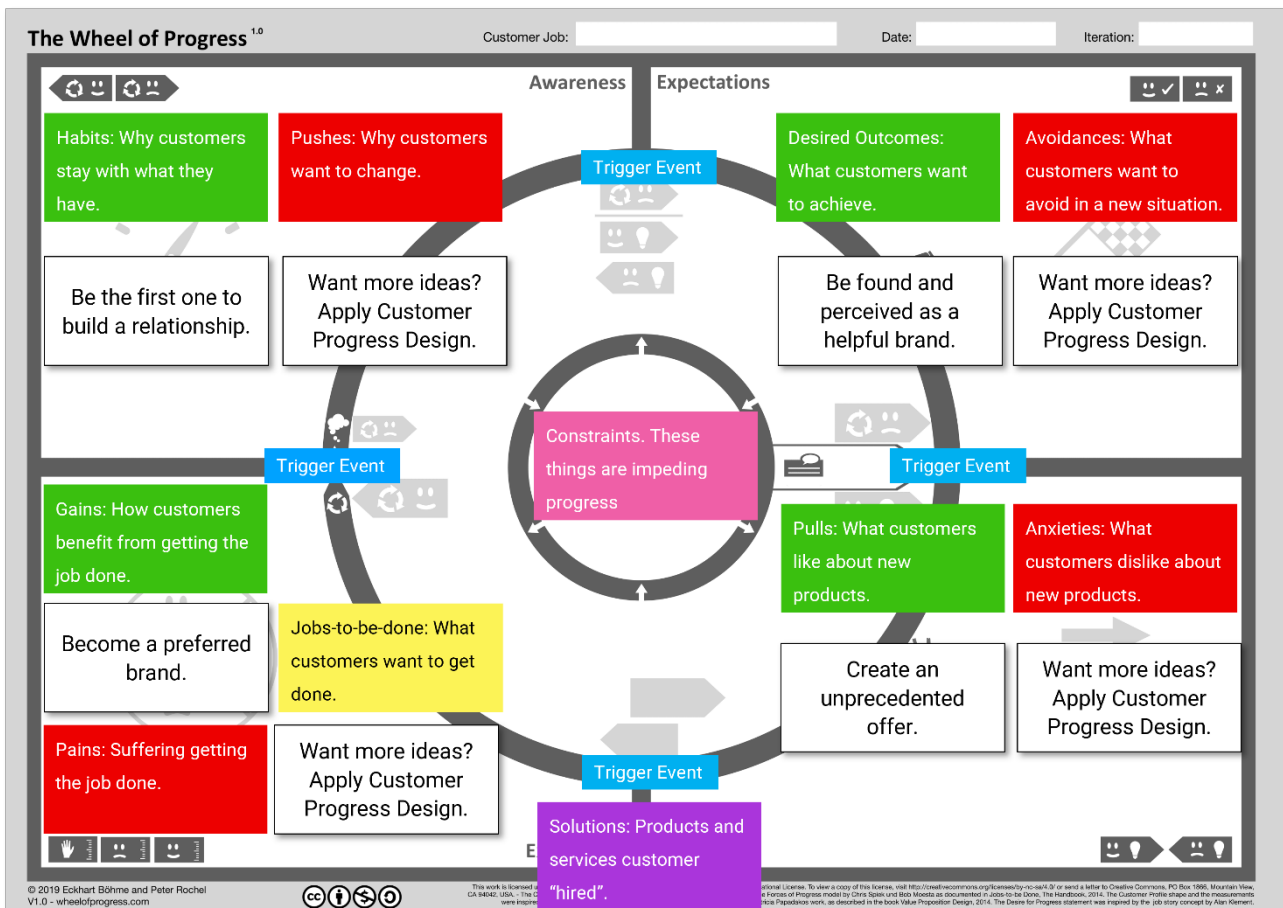
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3. How to use the data?

Learn from customers' new solution acquisition stories and experiences and help them to make progress in life or in business.

- Identify market opportunities for new products and services
- Create go-to-market strategy
- Ideate product, marketing, and sales strategy
- Optimize customer experience
- Determine market opportunities for product ideas
- Develop a competitive response



You may use the data in each of the quadrants to develop ideas for messaging, marketing, sales, and product development.

Utilize the Customer Progress Design® method to develop your strategy methodically.

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4. Sample Campaign

Here is a sample Five Facebook posts for each phase of the Customer Progress Design method by our AI Companion. Take note of how the suggested posts correspond with the elements found in the interview.

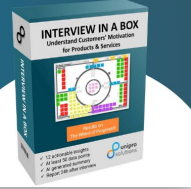
Awareness Phase:

1. Post: "Tired of the daily commute? Discover a new way to get around the city with a cargo bike! Join the growing community of cargo bike enthusiasts and enjoy a stress-free and eco-friendly ride. #CargoBike #CityCommute"
2. Post: "Looking for a convenient and sustainable transportation option? Consider a cargo bike! With ample space for groceries or kids, it's the perfect solution for urban living. #CargoBike #SustainableTransportation"
3. Post: "Did you know that cargo bikes are gaining popularity as a practical alternative to cars? Say goodbye to traffic jams and parking woes. Explore the benefits of cargo bikes today! #CargoBike #CarAlternative"
4. Post: "Discover the freedom of riding a cargo bike! Whether you're running errands or enjoying a family outing, cargo bikes offer a versatile and enjoyable way to get around. #CargoBike #FreedomOfRiding"
5. Post: "Looking for a greener way to commute? Cargo bikes are not only good for the environment but also for your health. Get your daily dose of exercise while reducing your carbon footprint. #CargoBike #GreenCommute"

Expectations Phase:

1. Post: "Curious about cargo bikes? Learn more about their features, benefits, and how they can fit into your lifestyle. Stay tuned for our upcoming posts where we'll dive deeper into the world of cargo bikes! #CargoBike #DiscoverMore"
2. Post: "Thinking about getting a cargo bike? Hear from real users about their experiences and how it has transformed their daily commute. Stay tuned for inspiring stories and insights! #CargoBike #RealUserStories"
3. Post: "Are you a parent looking for a convenient way to transport your kids? Discover how cargo bikes can make family outings more enjoyable and hassle-free. Stay tuned for tips and tricks from experienced cargo bike parents! #CargoBike #FamilyAdventures"
4. Post: "Worried about safety? We'll address your concerns and share expert advice on how to ride a cargo bike confidently and securely. Stay tuned for our upcoming posts on cargo bike safety! #CargoBike #RideWithConfidence"
5. Post: "Want to know more about the different types of cargo bikes available? From electric-powered to two or three-wheeled options, we'll help you find the perfect fit for your needs. Stay tuned for our comprehensive guide to cargo bike models! #CargoBike #FindYourFit"

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💰 Trade-Offs Phase:

1. Post: "Ready to make the switch to a cargo bike? Compare different brands and models to find the perfect match for your lifestyle. Stay tuned for our side-by-side comparisons and expert recommendations! #CargoBike #FindYourMatch"
2. Post: "Looking for a budget-friendly cargo bike? We'll share tips on how to find great deals and secondhand options without compromising on quality. Stay tuned for our guide to buying a cargo bike on a budget! #CargoBike #SmartShopping"
3. Post: "Not sure if a cargo bike is right for you? We'll help you weigh the pros and cons, and address common concerns to make an informed decision. Stay tuned for our guide to choosing the right cargo bike for your needs! #CargoBike #InformedDecision"
4. Post: "Considering a cargo bike but unsure about maintenance and repairs? We'll provide insights on how to keep your cargo bike in top shape and connect you with reliable service providers. Stay tuned for our maintenance and repair guide! #CargoBike #LongLastingInvestment"
5. Post: "Ready to take the plunge and buy a cargo bike? We'll guide you through the purchasing process, from finding the best deals to ensuring all paperwork is in order. Stay tuned for our step-by-step guide to buying a cargo bike! #CargoBike #SmoothPurchase"

🌟 Experience Phase:

1. Post: "Congratulations on your new cargo bike! Share your first ride experience with us and let us know how it has improved your daily commute. #CargoBike #NewAdventures"
2. Post: "Discover the joy of riding a cargo bike! Join our community of cargo bike enthusiasts and share your favorite routes, tips, and tricks. #CargoBike #CommunityLove"
3. Post: "Looking to enhance your cargo bike experience? We'll share accessories and add-ons that can make your rides even more enjoyable and convenient. Stay tuned for our recommendations! #CargoBike #EnhancedRides"
4. Post: "Have any questions or concerns about using your cargo bike? Our experts are here to help! Drop your queries in the comments below and we'll provide you with the answers you need. #CargoBike #ExpertAdvice"
5. Post: "Share your cargo bike adventures with us! Tag us in your photos and stories, and let us know how your cargo bike has become an essential part of your daily life. #CargoBike #LifeOnTwoWheels"

These Facebook posts aim to provide information, address concerns, and create a sense of community for individuals interested in purchasing and using a cargo bike.

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5. Disclaimer

Due to the nature of qualitative research, we do not guarantee the accuracy of the results. We exclude any liability for decisions made by our clients based on the research results. Do not make decisions based on data solely from one customer interview.

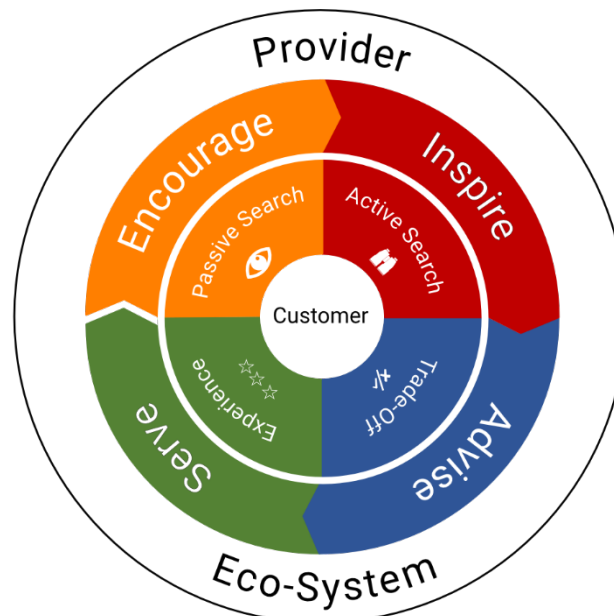
6. Best Practices

In our experience, up to 10 interviews provide good enough results in cases when the scope of jobs-to-be-done is well-defined and the number of alternative solutions is rather narrow. If your customer is part of a more complex ecosystem, we recommend interviewing all stakeholders in the ecosystem. Example: buyer, end user, and providers.

7. Compatibility with Customer Progress Design

The results are compatible with unipro solutions' Customer Progress Design® (CPD) method. CPD is a customer-centric strategy development practice. The elements found can be seamlessly integrated and processed. This is useful when you need to combine several customer interviews, aggregate the data, and prioritize the insights.

Customer Progress Design®



To find out more, [visit the unipro solutions website](#).