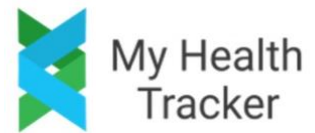


## 5 Working Backwards Questions



### 1. Who is the **customer**?

Our customers are all Munich citizen older than 60 years. They are defined as elderly and include both sex, male and female. In the last year, this target group made up approximately 23,5% of all Munich citizen (Statista 2019). To demonstrate the customer appropriately, a persona is developed. The persona is Heidi. She is a 65-year old woman representing the older society (60+ age) in Munich.

### 2. What is the customer **problem** or **opportunity**?

23,5% of all Munich citizens are 60 years or older (Statista 2019). Munich is undergoing a demographic change with impacts for elderly, such as the persona Heidi. HelpAge International (2021) states, that older people experience an increase for specific health needs. A rise in physical disabilities as well as a cut off from everyday services worsens the situation. In prior research from 2017 (Statista), it was presented that smart home medical products can pose a support for elderly to overcome the challenges presented above.

### 3. What is the most important customer **benefit**?

The customer benefits from my health tracker in three major ways.

First, *My Health Tracker* allows the customer to track his/her health efficiently in one app, combining all smart devices that are connected to the gateway. This way, customers like Heidi can view their health status and progress at all times in detailed breakdowns.

Secondly, customers receive bonus points for each activity they completed. This way it is not only an own drive to be active, but an outside influence that increases the customer motivation further. Lastly, it benefits the customer financially. Customers can claim free rewards from their total of points. This way, customers experience an increase in physical as well as financial health.

### 4. How do you know what customers **need** or **want**?

The understanding of customer needs and wants is derived from three core examinations. As aforementioned in Q2, older people have specific health needs and an increase in disabilities, but feel cut-off from services (HelpAge, 2020; Statista, 2017). Therefore, the need for *My Health Tracker* is scientifically validated. Secondly, the customer needs and wants were gathered in a joint brainstorming that resulted in an empathy map. Considerations from the observed environment as well as common assumptions from private experiences were incorporated into the empathy map of the persona Heidi. Lastly, the identified target group was personally contacted. In a user pre-test, it was evaluated whether customers see a benefit and value in the solution. Referring to their feedback, there is value as users find the solution comprehensive, easy to use and beneficial.

### 5. What does the customer **experience** look like?

According to our CX-map (see deliverables), the customer experience is split into six phases: (1) Notification, (2) Consideration, (3) App setup, (4) Device setup, (5) Tracking and (6) Reward. As a starting point the customer is notified, that his/her insurance is cooperating with My Health Tracker. With proper information brochures and info calls, the customer is considering to use the app. In case of success, the customer sets-up his/her account in the insurance app. After adding devices in stage four, the customers starts tracking his/her activities. In a last step, rewards are awaiting the customer. Throughout the phases, the customers is supported by SWM and the insurance to ensure a smooth customer experience without hinderings.