

03.1 CUSTOMER PROBLEM: WB

Questions

5 Working Backwards QUESTIONS

1. Who is the **customer**?

→ Employees in SMEs who are responsible for CO2 accounting

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

- What is the problem you are trying to solve?
 - SMEs often find it hard to contribute to CO2 reduction goals as they do not have the know-how and resources to calculate their emissions or to monitor their CO2 footprint
- Take a stab at framing it as a challenge:
 - "It is hard to contribute to CO2 reductions goals as we do not know how or do not have the resources to track or monitor our CO2 footprint"
- Now state the ultimate impact you are trying to have:
 - We want to provide an innovative, digital and easy-to-use tool, which enables the user to get started, to get all the information that is needed to calculate, monitor and report the CO2 emissions.

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

→ Comfortable/Stress-free access to an easy-to-use, digital carbon accounting tool which fulfills CO2 reporting standards of the GGP and which provides all important functionalities. In addition to the guidance through the calculation of the CO2 emissions for scope 1, 2, and most oft part 3, the user will be provided with tips/tricks and recommendations on how to reduce the emissions. All this while the employees can fulfill their other daily tasks.

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

→ We conducted three Interviews and therefore got first hand information. One of them was a consultant for SMEs on this topic and also we learned from the experiences of our client Christian Rothe, who also works with many SMEs.

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

At the moment the SMEs do not have the necessary resources and lack of know-how about the whole topic. Also they miss appropriate tools to conduct carbon accounting easily and reliable. Therefore this tool takes them by the hand and gives them a structured guidance. This will take a lot of the stress and enable the users to fulfill their responsibility.