Sit with your project team

- If you don't have one yet, start talking to the groups that are currently forming in response to this slide's title and try to find one
  - Alternatively, if there are a lot of stragglers, you can form your own group
- **Discuss your project idea with your group**
  - Recall the project brief: replicate the entire software stack for a popular tech startup (with one change)
  - Michael and I will come by during the first 20 minutes of class, separately, to discuss it with you
- You must submit your "group formation" assignment tonight

Possible projects

- Instagram/Tiktok
- Reddit
  - AI bots must talk to each other to generate content
- Uber/Lyft
  - Must simulate many, many concurrent users
- X/Twitter/Bluesky/Mastodon
  - Use federation to post into real social media channels
- Canva
- Figma
- Desktop Email client
  - Pick a real one to copy: Thunderbird, Outlook, Apple Mail, Proton Mail

- Trello/Asana/Jira
  - AI bots have to create a project with user stories and work items
- Slack/Discord
  - AI bots have to talk to one another to generate content
- Zoom
- Google Docs
- Cursor.AI
- …

Using LLMs for customer discovery

- Can we use LLMs that pretend to be customers?
- Persona alignment covers various aspects of how a human customer would respond to questions: is the customer collaborative or combative?
- Are the customer's responses to questions clear and concise, or are they vague and incomplete, requiring follow-up questions?

- Inspired by research: https://arxiv.org/html/2503.07800v2

In-class activity: customer discovery

- We're going to pick one of the ideas from the earlier slide that no one is planning to do
  - Zoom + better muting behavior
- With your project team, decide what the startup's app is about
  - (Note, not *your* team's project startup: the one on this slide).
- **Identify the problems** you think the app is trying to solve for its users.
  - Discuss for 5 minutes and decide on the top features of the startup's application that solve those problems

In-class activity: customer discovery

- For the next 10 minutes: create a list of 10 questions to help you learn about problems that your persona/LLMs "have" in this product's area.
  - Your first few questions need to identify whether this persona/LLM is interested in solving the pain points this product is supposed to address. If not, move on to the next persona.
- Develop these questions into a script for a *semi-structured interview*.
  - "Mom Test" lesson: focus on their experience, not whatever you're selling
  - If you don't get a response you want, try altering the questions on the fly.

In-class activity: customer discovery: round 1

- As a team, interview the persona at this link using your script:

http://bit.ly/45SiuL8

Round 1 discussion

- What problems did your persona have?
- How did it solve them?
- What wasn't a problem?
- Summarize what you learned from your discovery conversations.
- What might this mean for your product/focus area/problem of choice?
- Describe one mistake you made during your discovery conversations and one exchange that went well (and why).

Round 2: each team interviews one of these

- http://bit.ly/3V6OC7G

- http://bit.ly/3VKIqTX

- http://bit.ly/41LwfsC

- http://bit.ly/42kzE1w

- http://bit.ly/4nqjMD3

- http://bit.ly/46stmiU

Round 2 discussion

- How was this persona different than the first?
- Was this easier or harder to get good responses from?
- What did you have to change in your questions?

Next steps

- Submit project team formation assignment today
- Start on P1 right away (due at the end of this week)
  - Warning: you have to interview some **real people**, so leave yourself enough time!
- Wednesday's class: turning user discovery into user stories
  - plus mobbing session, team meeting time
- Requirements engineering reflection signup: https://tinyurl.com/yc2kwmc8
  - Sign up before Wednesday's class