

Ski Partner-case study



UX Product Development Case - Ski Partner



Gustav Bergman works in telecommunications. He used to be a ski instructor but had to quit as because of his job. He still dreams that he could teach people to ski but would like the flexibility to teach without being tied to a particular ski resort.

Gustav wants to create a platform where competent skiers can teach people to ski and people looking to learn can find someone to teach them. His idea is to create a site that is “Skiing lessons Airbnb style. “

You have the chance to be a product developer for Gustav since he doesn't have time to develop it himself. You have just taken a course in user centered product development and have planned your work in three phases: discover, create and validate. You will need to check in with Gustav to make sure that the work is going in the right direction.

Gustav has a few hypotheses and thoughts about the product and wants you to go through them when you are designing the product.

- How can the ski instructions present themselves?
- How will ski instructors be paid?
- How can the instructors be given a rating?
- How can the students and teachers get in touch with each other?
- How can Gustav earn money on this product?
- What are the thoughts around the business model?
- Is there information that could be important to share when it comes to skiing? Like weather, snow conditions, the number of people on the slopes, difficulty of the slopes, etc.?
- What kind of information can the instructors share with the students before the lesson, like exercises they can do beforehand?
- What are the key target markets? Should we focus on a particular group? Advanced, beginner, families with children?
- Gustav thinks that teachers should also have a way to get in touch with each other if they want to ski together.
- Gustav would also like to make it possible for those that can't afford ski lessons to learn to ski. How can this help the world?

Brief

Ski partner should be a product to connect private individuals who want to teach or learn to ski..

Vision

Everyone should be able to learn to ski and learn from each other.

Mission

We want to create a more flexible way to learn to ski and it should be easy to help teach others.

Values

INSTRUCTIVE- Ski Partner facilitates learning to ski in all forms and situations.

OPPORTUNITY- Ski Partner enables interaction between instructors and the students.

Organisation

CEO Gustav

He has over 15 years of experience as a ski instructor and is passionate about helping people be better at skiing. Today he works as a product developer in the telecommunications sector. In his free time he is often up in the Swedish mountains and could imagine sharing his experience with skiing with others by teaching lessons occasionally.

Friend and confidant Johan (CEO of a large ski resort)

Johan is a close friend of Gustav. They were ski instructors together before Gustav changed jobs. Now Johan is CEO of one of the largest ski resorts in Sweden. He thinks the idea of Ski Partner is exciting and could enhance the experience for skiers.

Network

With his background as a ski instructor, Gustav had an extensive network of people in the skiing community. He already knows a lot of skiing instructors who could consider using this site.

Johan works as CEO for a ski resort. He has committed to doing a trial of the product and can promote it on the ski resorts website. Johan also has contacts with the CEOs of other ski resorts.

Product and service

We make it possible for anybody who wants to teach skiing can teach skiing to whoever he/she wants.

Monetizing

The site is intended to be free to use with the idea that the ski instructors will be paid by the students and that Gustav would receive payment for every completed transaction. Gustav hopes that ski resorts could later pay to be connected to the site

Competition

Most ski schools are tied to a specific ski resort. Ski Partner makes it possible to teach and be taught when and where one wants to ski.

Sälen Ski School – Private lessons

“With your own ski instructor, you will quickly find a way to being a better skier. We offer private lessons from beginner to really advanced within all disciplines and ages.”

Snow Centre Private Lessons

“If you would prefer one-to-one ski tuition so you can learn at your own pace with a personal touch, a Private Lesson is a great option. Private Lessons make the perfect option if you need a refresher or not sure what level you're at, as our instructors can identify your level and work to your ability.”

Goal

- Reach 100 users within 6 months and 20 ski instructors in 5 different ski resorts.
- To be published in 7 articles or tv/media placement

Target group

- Private individuals, people who want to teach and those that want to learn to ski.
- Ski resorts that want to have a new way to get people skiing at their mountains.
- Ski rental companies that want to rent out to those that want to learn to ski.

Marketing plan

- The site will be free to increase the reach and awareness of it.
- PR in the media and spreading word through Gustavs network.
- Sell the product solution to ski resorts
- Encourage ski instructors to give a certain number of free lessons to increase a positive discussion about the site.

Strategy

Ski Partner is built on the idea that people want to share their knowledge with others. We therefore want to facilitate and monetize a way for instructors to earn an income from their experience. Through this we hope to increase the reach of the product. When a critical mass comes, the site will roll by itself.

Risks

The biggest risk is that there won't be enough ski instructors willing to teach this way or the balance of instructors vs students will not match.