

Name - David, Owner

Screening Question: How many classes do you teach? How many guards currently work for you?



David has been a police officer for 14 years. He is experienced in training new officers. He has extensive training in active killing events such as active shooters or anti-terrorism. He also has special training in shooting and hand-to-hand combat. He started Sheepdog Defense Group to help local communities protect themselves and other in the event of an emergency such as an active shooter situation. On a daily basis, David receives calls from potential new clients looking for a consultation. He also receives calls from those expressing interest in taking one of the many shooting or combat based classes. He takes down their information, usually their name, phone, and email, and either places it in an excel spreadsheet or writes it down on a sticky note. David is usually the instructor for all of his classes, and calls in others to help teach when there is a large class size. David also conducts all of the training for the guards and manages all of their information and required documents.

Thinks	David thinks he could organize his inventory better so he knows when to buy new merchandise or who has ordered which item and to ship to customers. David wants customers to be able to see which classes will be available and when so they can register for class.
Sees	David sees he could use an interactive calendar for his website so customers can see available classes and time, also for David to be able to see which church/site his volunteers would be.
Feels	One time, a customer told David that he had not received his order of a shirt; however, David had no way to confirm whether the customer was telling the truth. David also loses track of classes if the sign-up requirements are not met and feels he is letting down his clients.
Does	The best way to contact David currently is to get his phone number from his website and just call him. David would keep a spreadsheet with information of his customers. However, he needs to manually keep track of everything in his spreadsheet so mistakes can happen.

Problem Scenarios	Current Alternatives	Your Value Proposition
There is currently no way to digitally track all required information to successfully run and grow his business.	David is currently manually managing all business information, such as class information, guard information, inventory, and invoicing	A new system would allow David to keep track of all information online to help with the organization of his business practices.

Name - Joe, Guard

Screening Question: How long have you been a guard?

Joe is one of the leaders of a local church here in Fort Worth. Over the past couple of years, Joe has noticed that churches and schools have been the target of mass shooting and is interested in learning what the best way to protect the church and its members. Joe searches online and finds SheepDog Defense Group and decides to use this as a way to train members of his church to help and protect it as well as help him identify any vulnerabilities the church may have. Joe must fill out many different forms and documents as well as go through intensive training in shooting and medical response that usually takes four weekends to complete. At the end of this process, he goes through a “graduation” where he officially becomes a guard for his church. Joe must create a schedule and provide it to David to let him know what days he will be on duty/what events he will be working for the church.

Thinks	Joe thinks that the scheduling process should be systemized so that there is no miscommunication as to where his guards will be on a given day, as Sheepdog is held liable if an event involving someone they trained occurs. Also, there should be a place to store all of the guards information and have the ability to change it when necessary.
Sees	Joe sees that there many times a guard will change his schedule to go to a different location but there is not a good system in place between his volunteers and David that document who changed and where they switched to.
Feels	When Joe and his guard team begin the training process, they must first fill out multiple documents that must be done before the actual training can begin and can take multiple hours. Joe feels as though the time taken to fill out these document could be done ahead of time to ensure that there is no wasted time by either his church or SDG.
Does	Joe and his volunteers work all church related events and services. Each volunteer is keeping track of their own schedules because it is easier than having to type out and provide Joe or SDG with their schedules.

Problem Scenarios	Current Alternatives	Your Value Proposition
Collecting required information is cumbersome and adds hours onto the training process.	Currently, all guards must show up and spend multiple hours completing required forms and documents required for their service. Once all guards have been trained, all of their schedule are tracked manually and often goes unreported when a schedule change occurs. Whenever a change in guard information is required, the form must be completely rewritten and stored again.	Guards would like to have a online registration process that allows them to fill out all necessary forms and documents ahead of time to speed up the training process and also allow for easy access to those documents to make necessary changes. Their schedules are also tracked online.

Name - James, Customer

Screening Question: How many classes have you taken with Sheepdog Defense Group?

James is a member of his local community. He goes to church every Sunday morning. James has been hearing a lot about mass shooting happened in public and becomes more cautious and worried. He wants to learn how to use firearm so he can protect himself and people around him. James is also interested in getting a license and finding a reliable place to learn from qualified instructors who know what they are doing. He finds Sheepdog Defense Group online and decides to take the License to Carry class. He calls David to find out when the next LTC class is offered and sign-ups through David. He then goes back to the Sheepdog website to submit his payment for the class.

Thinks	James thinks that the course and consultation signup isn't very straightforward on account of the lack of "calendar view" and there aren't any open days or times specified by Sheepdog Defense group. It's basically just up to the him to ask for a time and then Sheepdog will respond for if it works for them. There should be sectioned off times in a calendar for when Sheepdog is unavailable for classes so that users don't request a course during a time that doesn't work for Sheepdog.
Sees	James sees that the whole site isn't very streamlined and it feels like it is being run by one person, which it is kind of. The site should be more intuitive. This way scheduling is much easier, emails are passed back in forth much less frequently, and merchandise purchases are kept track of so that the James and Sheepdog know 100% if a purchased was made because there is record of it.
Feels	When James is sitting in front of his computer checking his email for the 7th time today waiting for an email response from Sheepdog which has accumulated a chain of 3 back and forth emails, he feels like he's wasted half of his day trying to set up a beginner's firearm training session and probably wishes he went elsewhere for his training.
Does	It's safe to say that most of these users have jobs that aren't associated with firearms. So, all they want is for the signup to be as easy as possible so that they can get back to work at their day job.

Problem Scenarios	Current Alternatives	Your Value Proposition
Current registration process is inefficient.	Currently customers must go to the website to read about the courses that are offered and then call or email David to ask when a specific class is offered in order to sign up and place a deposit. If the class reaches the minimum number of sign-ups, David will then email all who signed-up with the class location and any other relevant information specific to the class.	Customers would like to have a streamlined sign-up process where all class dates and times are posted on a online schedule with the sign-up process all done online.