

CHOTUKOOL



[10/07/2018]

User Experience Report

E4C user experience reports are meant to capture the user perspective from the field in the technology for development space.

Chotukool

USER EXPERIENCE REPORT

“A portable, compact and user-friendly cooling device which helps to store vegetables and fruits increasing their shelf life.”

-User

FACTS

Interviewee using the product



User: Homemaker. She is the user of the product. A person working at the NGO SHRISHTI donated the product to her.

Location of the interviewee: Ahmedabad, Gujarat, India, Urban household.

Interview Language: Gujarati

Interview Date: October 2018

User provision

Where did the person get the product from? If bought, then for how much? If given, then by who? Where else can it be bought from? etc.

User received the product from Saiyed Alzubair working at NIF (National Innovation Foundation 'SHRISHTI GROUP' NGO. It can be ordered online on godrej website and it costs around 5100INR (~70 USD)

“Very easy to operate and maintain. Maintenance cost is negligible if you clean it at defined intervals and follow the instructions properly”

-User



INTERVIEW QUESTIONS:

- How long have they been using the product?
“I’ve been using the product for three years.”
- How frequently do they use the product? Or When was the last time you used this product?
“I use this product every day. The last time I used it was today.”
- How often do you use this product in the last day? week?
“I use the product every day.”

- What products were you using before?
“None. This is first product that I am using to keep the vegetables and fruits cool.”
- Cost of operating? Maintenance?
“Cost includes the electric power required to run it. Maintenance cost is negligible if you clean it at defined intervals and follow the instructions properly.”
- Would you purchase it again/recommend it to friends/colleagues? Why/why not?
“Yes, I would recommend to everyone as the product is very good in keeping vegetables cool. Service is provided by the manufacturer very quickly when needed. Also, it is mobile and be carried anywhere.”
- How much time does it take to generate cooling effect?
“It takes around 3-4 hours to generate the cooling effect.”
- How much time can it keep the vegetables cool without electricity?
“Without electricity it can keep the vegetables cool for about 3-4 hours.”
- How about service? Is it provided by manufacturer?
“Yes. One time it stopped working and after calling customer care they sent their representative the very next day and fixed the problem. The servicing provided by the manufacturer is very good.”
- What things would you change? Suggestions for designer?
“No.”