# Capstone Interview Kit

Urban Company capstone - Step 1 user research | Deadline Oct 29 | Working notes, not for submission

> **Mudhal step: oru story mattum.** Full list ippo venam. Unga veetla illa area-la last 1-2 varushathla **edhavudhu appliance** (fan, mixie, grinder, fridge, washing machine, TV, geyser, water motor) repair pannina **oruthar** kitta casual-ah keelu. Oru 10 nimisham podhum.
>
> AC irukkanumnu avasiyam illa - brief "appliance repair" dhaan soludhu, AC oru example mattum. Urban Company unga area-la illanaalum paravala - app use pannaadhavanga kitta pesaradhu brief-la oru group-ah ve irukku.
>
> Interview-na test illa. Normal-ah pesi, keelu, answer-a WhatsApp-la short-ah anuppu (voice note kooda ok). Naan tracker-la organise panniduren.

## 7 core questions (Tanglish)

1. **Recent-ah veetla edhavudhu appliance repair pannunigala? Enna appliance, enna problem?**
   Warm-up. Oru specific recent story venum, general opinion venam.
2. **Yaru repair panna vandhanga? Local mechanic-ah, brand service centre-ah, illa Urban Company maadhiri app-ah?**
   Route identify panna - ithu group decide pannum.
3. **Avan enna sollinan? Enna problem-nu sonnan, enna maathanum-nu sonnan?**
   Brief kekkura main point: technician enna sonnan.
4. **Estimate evlo sonnan? Parts, labour separate-ah sollinana, illa mothama?**
   Price vs diagnosis difference puriya.
5. **Neenga ok solliteengala, illa decline panniteengala? Yean?**
   Approved / declined / vera route - ithu dhaan group.
6. **Andha moment-la avan sonnadhu correct-nu eppadi theriyum-nu thonuchaa? Enna nambi (illa nambama) decision edutheenga?**
   Brief kekkura second main point: customer kitta enna proof irundhuchu.
7. **Oru vaaram kalichu eppadi irundhuchu? Repair nalla aachaa, illa yedhavudhu feel irundhuchaa?**
   Satisfied-ah regret-ah - ithu A vs B group.

## Free time-la bonus (optional)

- Technician sonnadhu puriyalai na enna panneenga?
- Vera oruthar kitta second opinion kekkanum-nu thonuchaa? Kekka mudiyumaa?
- **App (UC / vera) use panninatha:** App-la price munnadiye paakalama? Inspection/visit fee pathi therinjuchaa?

## Evidence log (tracker)

> Oru row = oru real person kitta pesunadhu. Real conversations mattum log pannanum. Proof-ku screenshot, voice note, illa WhatsApp notes anuppu - naan fill panniduren. Ellarum full panna venamnu illa; therinja details podhum.

| # | Date | Per (initials) | Group | Appliance | Yaru repair | Technician enna sonnan (short) | Decision | 1-line insight |
|---|---|---|---|---|---|---|---|---|
| 1 | | | | | | | | |
| 2 | | | | | | | | |
| 3 | | | | | | | | |
| 4 | | | | | | | | |
| 5 | | | | | | | | |
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| 8 | | | | | | | | |
| 9 | | | | | | | | |
| 10 | | | | | | | | |

**Group A:** approve pannanga, satisfied. **Group B:** approve pannanga, aana regret. **Group C:** decline pannitu vera route (local mechanic / vera app / repair-ve illa). **Group D:** repair-ku platforms use panna maatanga.

**Target:** brief "at least 20 people" soludhu; assignment page-la "30-user log"-um irukku. Confusion irukku - mentor answer vandha pin exact target fix pannalaam. Ippo mudinja interviews-a mattum pannalam.

## Mentor clarification draft

Idhu nee review pannitu cohort channel-la send pannikkalam. Naan onnum anuppala - un decision.

Hi [mentor name], two clarifications on the capstone Step 1 research:

1. I live in a town where Urban Company does not operate, so most people I can reach have repair experiences with local technicians or brand service centres rather than UC. Do interviews about non-platform repair experiences count toward the 20+ user interactions across the four groups, or do some interviews need to be with platform (UC or similar) customers specifically?

2. The brief asks for at least 20 people, while the supporting-artifacts list mentions a 30-user interview log. Which count should I target?

Thanks!

## Idhu mattum podhuma?

**Illa.** Indha kit Step 1-kulla interview part mattum. Capstone-ku innum venum: UC app teardown (app install panni, city Chennai-nu set panni, payment varaikum paakkalam), competitive analysis, personas, aprom Steps 2-9 (deck, prototype, video). Ovvonadhukum help ready irukku.

Official brief basis: Airtribe capstone brief PDF "Urban Company: The Repair You Cannot Check" (fetched Oct 23, 2026). Brief research step: "Talk to at least 20 people" across 4 groups; ask what the technician actually said and what the customer had to go on.