



## **D1.2 - Project Group 15**

**CS 386**

**Spring 2017**

**Marco Gerosa**

**Authors:** Itreau Bigsby, Corban Stevens, Christopher Simcox, Nathan Payton- McCauslin

**GitHub Link:** <https://github.com/cds327/BAL-Calculator.git>

### **Interview Results:**

#### **Itreau's Interview Results:**

**Interviewer:** Itreau Bigsby

**Interviewee:** Alyson Carrizales

**Interview took place on:** 2/13/17

### **Key Insights:**

Application should be easy to use. Especially impairment tests. If you are impaired and operating the application, controls should be large and easy to navigate.

Strong concern that the application needs to be tested and reliable. If not, the application could cause harm.

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### **We Thought:**

Consumers would be light-heavy drinkers

On-campus and local alcohol providers would be most effective means of advertising

Free would be only way application would be distributed

### **We Learned:**

Consumers will more than likely be moderate-heavy drinkers. Light drinkers did not express much interest

Social media and online marketing would be most effective means of advertising. Alcohol providers and college campuses being secondary means of advertising.

Both interviewers willing to pay for application

**Representative quotes:**

Alyson: "Since the application is calculating something that could have life threatening implications, the most important thing to me is that the application is very reliable and tested"

**Hypothesis Validated?**

Hypothesis was not validated due to some exceptions. Our consumer groups have been narrowed down to moderate-heavy drinkers.

**Assessment: Must have? Nice to have? Don't care?**

Felt the application would be nice to have. While the application would not be an absolute must have, they both felt the application would be a nice utility.

**Interviewer: Itreau Bigsby**

**Interviewee: Wesley Walker**

**Interview took place on: 2/13/17**

**Consumer Segment:**

Age 21-30

Men and Women

Light-Regular Drinkers

Mobile Device

**Key Insights:**

While he was intrigued by the idea of the application, he did not feel he would benefit greatly due to his low amount of drinking.

Willing to pay for the application. Although, there was stronger interest in the application being free of charge.

Strong concern that the application needs to be tested and reliable. If not, the application could cause harm.

Both expressed that they would be most likely to hear about the application by website or social media.

**We thought:**

Consumers would be light-heavy drinkers

On-campus and local alcohol providers would be most effective means of advertising



Free would be only way application would be distributed

### **We Learned:**

Consumers will more than likely be moderate-heavy drinkers. Light drinkers did not express much interest

Social media and online marketing would be most effective means of advertising. Alcohol providers and college campuses being secondary means of advertising.

Both interviewers willing to pay for application

### **Representative quotes:**

Wes: "As long as the application is intuitive and easy to use, it will be a great utility. If not, I would find it harder to use than it is worth."

### **Hypothesis Validated?**

Hypothesis was not validated due to some exceptions. Our consumer groups have been narrowed down to moderate-heavy drinkers.

### **Assessment: Must have? Nice to have? Don't care?**

This interviewee did express that the application would not be of use to him. He does not drink heavily and would not require checking impairment levels. He did express that he sees the benefit and would recommend to friends.

### **Corban's Interview Results:**

#### **Key Insights:**

Adam: Only wants a product that is going to be accurate. If he heard that people were getting readings that were not accurate and caused them to get a DUI there is no way that he would buy this.

Alec: Really only wants this product if it is free and works well. His thought process is if he has to pay for something he may as well go buy an actual breathalyzer rather than use an app.

We thought:



Before this interview I thought that people would want a product that is just easy to use and portable. Of course we wanted the results to be accurate, but we may not have needed as much detail in them as we had previously thought.

#### We Learned:

From these interviews we learned that the main feature that people want from a product like this is for the readings on BAL to be as accurate as possible. Other features like making the product easy to use are second in priority to making sure that we can get the best and most accurate readings possible.

#### Representative quotes:

Adam: "There is no way I would use something to tell me what my blood alcohol level is unless I knew that it worked for sure."

Alec: "If this product was free, but did not work well I think it could end up hurting a lot of people because they would think they are okay to drive when they are really not."

#### Hypothesis Validated?

I think our hypothesis was validated because we know that there is a market for people who would want a product like this, but now we know what kinds of features people are really interested in.

#### Assessment: Must have? Nice to have? Don't care?:

Must have: accurate BAL reading

Nice to have: easy to use

don't care: looks nice, fun to use

#### **Christopher's Interview Results:**

**Interviewee: Anthony Black**

**Interviewer: Christopher Simcox**

**Interviewee Age: 25 years**

#### **Key Insights:**

Does not drink hardly at all and does not go out. Seems to hang out with friends of this nature and stays in most if not all nights. Doesn't fall within the customer speculation we had before as he does fall within the range of age.

Thinks that it is more of a nice to have but doesn't really care about personal use.

#### **Interview Transcripts:**



**Chris:** Ever bought a mobile app and how much if so?

**Anthony:** Yes, \$4.99

**Chris:** Drink regularly?

**Anthony:** No

**Chris:** Have you found yourself if question about your ability to drive/function when out drinking?

**Anthony:** No

**Chris:** Do you have friends that you go out with that drink until they are close to or are drunk?

**Anthony:** No

**Chris:** When or if you were to go out drinking would/do you always have someone with you that is sober or do you call a cab/walk home?

**Anthony:** I would make sure to have a plan before I go out.

**Chris:** Would you find it useful if you could tell you or your friends B.A.L. without the need of a breathalyzer?

**Anthony:** No.

**Chris:** Need to have? Nice to have? Doesn't matter?

**Anthony:** Doesn't matter to himself but thinks that some others it would be a nice to have.

**Chris:** How much of a budget could you spare for a product that could potentially stop you from driving drunk or convincing your friends from driving drunk?

**Anthony:** \$4.99 but if proven useful then up to \$7.99.

### **We Thought:**

Most people in the 25-30 age range would be heavy or moderate drinkers and would at least go out once in awhile but in this case it doesn't happen. He didn't go out at all.

### **We Learned:**

That people who don't go out and drink are usually friends with people who don't as well. It seems we need to investigate the opposite and if that is true.

We also learned that it might be a nice to have even if you don't go out drinking but there will be some people that just plain don't care about our product.

Need to readjust our age range we are targeting since 25 is too high.

**Interviewee:** Jessica Borders

**Interviewer:** Christopher Simcox

**Interviewee Age:** 21 years

### **Key Insights:**



Does drink and go out with friends that are drunk and has concerns about being able to trust a product like we are proposing. Says that she would trust it if some authority on how accurate these types of products are were to endorse it.

Would pay more for peace of mind than the average price for a mobile application if it was effective.

**Interview Transcript:**

**Chris:** Ever bought a mobile app and how much if so?

**Jessica:** No, but I would spend about \$5.99 maximum on one.

**Chris:** Do you go out drinking regularly?

**Jessica:** Just turned 21 so more than usual but moderately.

**Chris:** Have you ever found yourself if question about your ability to drive/function when out drinking?

**Jessica:** Oh yeah! Every time.

**Chris:** Would you find it useful or comforting having a easy to use mobile application that could diagnose your current level of intoxication?

**Jessica:** Yeah it would be really helpful since I don't have a manual device on me at any time I'm drinking since I tend to try to carry as least as possible when I'm out drinking.

**Chris:** Since you would find it comforting would you be able to tell me how you would be able to trust such a product? Do you trust mobile applications inherently?

**Jessica:** I do not trust them naturally since technology does fail sometimes. I would be able to trust it if there was a sort of certification for a product like this that has a certain level of testing already been done.

**Chris:** Do you have friends that you go out with that drink until they are close to or are drunk?

**Jessica:** Yes.

**Chris:** Would you find it useful if you had an application that could help comfort or convince your friends of their intoxication level?

**Jessica:** Yes, it is very hard to convince my intoxicated friends to let me give them a ride.

**Chris:** When or if you were to go out drinking would you always have someone sober with you for a ride home or would you call a cab?

**Jessica:** The plan is always to have someone to come pick me up that is sober but Uber is there on my phone if I need it but usually someone will come pick me up.

**Chris:** Do you make it home safe every time you go out drinking?

**Jessica:** Almost, one time I lose my phone and could not call an Uber home for a ride and no one could come pick me up.

**Chris:** How much of a budget could you spare for a product that could potentially stop you from driving drunk or convince your friends from driving drunk?

**Jessica:** More than I mentioned before if it was tried and proven to work then it would be very valuable and as long as a drunk person would be able to effectively use it.

**Chris:** Must have? Nice to Have? Don't care?



**Jessica:** Nice to have but if it were to be proved very accurate and dependable then it would be a must have.

**We Thought:**

Needed some verification on how we are to establish trust upon customers with a mobile app and specifically asked if they didn't know the creator how would they trust it.

Thought that when out drinking more than usual there would be more than a few chances individual would try driving home drunk.

**We Learned:**

Need some sort of official seal or way to prove to customers that our product is verified by real results so that the users can trust it.

Not that many times Jessica ever was in a bad situation about having a ride home and never thought about driving drunk.

**Nathan's Interview Results:**

**Interviewee:** Gracie Brandis

**Interviewer:** Nathan Payton- McCauslin

**Interviewee Age:** 21 years

**Key Insights:**

- People may be willing to pay for the app if it is extremely accurate.
- People need the app to be very easy to use.
- Both interviewees seemed pretty excited about the product, this tells us that this is an application in demand for this demographic.
- People tend to go out drinking without a clear plan to get home safely.

***Interview Transcript***

**Nathan:** If you have bought a mobile application for your mobile device before how much did you spend?

**Gracie:** \$7.99

**Nathan:** Do you go out drinking regularly?

**Gracie:** Yes

**Nathan:** Have you ever found yourself in question about your ability to drive/function when out drinking?

**Gracie:** Yeah, every time, I never try to drive but I question if I can or not.



**Nathan:** Would you find it useful or comforting having a easy to use mobile application that could diagnose your current level of intoxication?

**Gracie:** Yes, because my friends always try to drive, so she needs a way to prove they cannot.

**Nathan:** Since you would find it comforting would you be able to tell me how you would be able to trust such a product? Do you trust mobile applications inherently?

**Gracie:** Yeah, I assume they are right.

**Nathan:** Do you have friends that you go out with that drink until they are close to or are drunk?

**Nathan:** Would you find it useful if you had an application that could help comfort or convince your friends of their intoxication level?

**Gracie:** Yeah (exited)

**Nathan:** When or if you were to go out drinking would/do you always have someone with you that is sober or do you call a cab/walk home?

**Gracie:** We always find a driver at some point.

**Nathan:** If you can think back to a time you went out drinking with or without your friends what were your reasons?

**Gracie:** To have fun.

**Nathan:** Do you make it home safe every time you go out drinking?

**Gracie:** Yes

**Nathan:** How much of a budget could you spare for a product that could potentially stop you from driving drunk or convincing your friends from driving drunk?

**Gracie:** I don't know, it depends on the product.

#### **Must have? Nice to Have? Don't care?:**

Overall a must have, she stated that many of the BAL calculators out there right now were difficult to use

Must have: Extreme accuracy and ease of use.

#### **We Thought:**

We had thought that this would be a very useful app if we are able to get it extremely accurate. We also thought it would need to stand out since there are many calculators out already.

#### **We Learned:**

We learned that people will like to use the app to keep their friends from driving which we hadn't considered before but is very very useful.

**Interviewee: Wayne Cook**

**Interviewer: Nathan Payton- McCauslin**

**Interviewee Age: 22 years**





### ***Interview Transcript***

**Nathan:** If you have bought a mobile application for your mobile device before how much did you spend?

**Wayne:** Never bought an app.

**Nathan:** Do you go out drinking regularly?

**Wayne:** You know I do.

**Nathan:** Have you ever found yourself in question about your ability to drive/function when out drinking?

**Wayne:** Most of the time

**Nathan:** Would you find it useful or comforting having a easy to use mobile application that could diagnose your current level of intoxication?

**Wayne:** Yes

**Nathan:** Since you would find it comforting would you be able to tell me how you would be able to trust such a product? Do you trust mobile applications inherently?

**Wayne:** I need evidence of effectiveness

**Nathan:** Do you have friends that you go out with that drink until they are close to or are drunk?

**Wayne:** Yeah

**Nathan:** Would you find it useful if you had an application that could help comfort or convince your friends of their intoxication level?

**Wayne:** Yes

**Nathan:** When or if you were to go out drinking would/do you always have someone with you that is sober or do you call a cab/walk home?

**Wayne:** Sometimes I call a cab if I don't have a DD

**Nathan:** If you can think back to a time you went out drinking with or without your friends what were your reasons?

**Wayne:** To get drunk

**Nathan:** Do you make it home safe every time you go out drinking?

**Wayne:** Most of the time

**Nathan:** How much of a budget could you spare for a product that could potentially stop you from driving drunk or convincing your friends from driving drunk?

**Wayne:** Not sure, need to see the product.

**Must have? Nice to Have? Don't care?:**

Nice to have, would be cheaper than a cab ride.

**We Thought:**

We had thought that this would be a very useful app if we are able to get it extremely accurate. We also thought it would need to stand out since there are many calculators out already.

**We Learned:**

Accuracy continues to be the largest factor here, and no one wants the app if it is not very accurate. Without accuracy, it loses its appeal

**Revised Value Proposition:**

Easy to use tool available to everyone for determining blood alcohol level and impairment. Most users do not know whether or not they have had too much to drink until it is too late. Our product offers the convenience that only a breathalyzer can for little to no cost and is readily available almost anywhere.

**Revised Consumer Segment:** Customers would have the following qualities after our interviews we found:

- Age between 21-25
- Still drink regularly at clubs or other known parties with friends that go with them to these clubs or parties.
- Have a mobile phone/device
- Responsible and/or fun loving
- People who frequently go out without a plan to get home.

**Group Participation:**

- Itreau Bigsby - 2 Interviews /w content writeup
- Corban Stevens - 2 Interviews /w content writeup
- Christopher Simcox - 2 Interviews /w content writeup
- Nathan McCauslin - 2 Interviews /w content writeup