"Passports" Market Research

Team: Layer Cake

Stanford E145

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Poll Breakdown

- Quantity: 10
- Ages: 24, 25, 33, 57, 40, 31, 34, 30, 29, 29
- % Male: 50%
- % Female: 50%
- 80% of total individuals polled said that they thought concept was good and could see using themselves
- 30% of people polled felt as though sharing filters were important (ability to decide what is shared with either network)
- 100% of people polled had either a Facebook account and/or a LinkedIn account
- 90% of people polled were working professionals

Best Interview Techniques

- Make sure to have list of questions for individual(s) polled in advance.

- Provide and have some visual aids (PowerPoint). This will make it easier for concept/idea/plan to be grasped.

- Make sure to let individuals in advance know approximately how long it will take (3-5 min/per is a good rule of thumb).

Worst Interview Techniques

- Do not try to ask person polled or asked questions to provide general feedback without a leading question.

- Do not assume that everyone understands your concept/plan/idea the same way you do- avoid asking technical questions.

Recommended Interview Techniques

- When involving multiple people for interviewing/questions-make sure to have several questions listed in advance (that way one can make sure that feedback at least as it pertains to a few things is consistent)?

- If possible, attempt to have visuals to go along with or show in advance of interview (PowerPoint)? People are visual learners and it makes it easier for others to visually grasp idea and provide better feedback with visual cues (this could possibly lead to additional beneficial data/feedback as a result of new questions being formed by party being polled).

- Tell person in advance approximately how long you expect poll/interview to take (good rule of thumb is 3-5 min/per-any longer and a person may not be willing to participate and if goes longer make sure it is due to person being asked questions due to their interest).