



Karen West <karenwest15@gmail.com>

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## Re: TE2 update--submitted the phone call and survey results - marketing and sales experiments

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Karen West <karenwest15@gmail.com>

Sat, May 9, 2015 at 9:42 AM

To: "Will B." <will.bruner@gmail.com>

Cc: Karen West <KarenWest15@gmail.com>

Hi Will,

Since yesterday when I sent you the email below, only one of the places I called responded (the New England Aquarium) but I did notice that someone I sent the survey to responded, but I'm not sure who that may have been (can't tell unless they mention it in the comments).

So I just entered all the results I had from the phone calls I made in the Boston area, and those from our class mates. I did not add the 5 that your team in part 1, and if you would like me to do that, let me know, since we have time to modify the results before it is due tomorrow. I think you sent me results/blurbs from 5 interviews your team did in part 1, but I did not know whether to add those to part 2 (let me know!)

So along with the write up, I provided the links to the presentation video on You Tube, the survey link, and the link to the results.

Let me know if I should add those other 5 your team did last time and if I should tweak this in any way, and you can do that too if you want, up until 8pm tomorrow.

Sorry I did not get more people to respond! I called many more than responded, but I think I got enough that we wanted.

I am going to the evaluations from last week's assignment now, so those will be done today too, in case you want to see/modify those (is it a team submission, or an individual submission, not sure).

If I don't hear from you before this assignment is due tomorrow, I'll assume there is nothing further I need to do for it. If you want to set a time to chat next week, Wed. would be best for me for class and/or the wearable venture status, but any day will work with advance notice.

Thanks and have a nice weekend.  
Karen

On Fri, May 8, 2015 at 1:48 PM, Karen West <[karenwest15@gmail.com](mailto:karenwest15@gmail.com)> wrote:

Hi Will,

I sent you the updated survey this morning, so let me know if you have any tweaks you would recommend there. One tweak I plan to add is a "comments" section at the bottom, based on one of the responses someone gave me.

This morning I called the following Boston touristy-travel type places, and honestly, I only have 3 places that responded with data I can enter into the survey, but I left many other voice mails, so perhaps some of these others will call me back, and maybe on the weekend I will have time to call some more and enter more data. Here is my list.

Places that I spoke to:

- Freedom Trail - spoke to 2 people there
- Red Sox / Fenway Park - spoke to 1 person there
- USS Constitution - spoke to 1 person there

Places that I called and left voice mails (so maybe they will call me back):

- Faneuil Hall / Quincy Market
- Museum of Fine Arts
- Museum of Science
- New England Aquarium
- Harvard University (person who answered asked me to email the survey)
- Boston Symphony Orchestra
- Old North Church

Place that I called where I could not leave a voice mail:

- Cheers Bar/Restaurant

That's all I have time to do at the moment, but if I get more responses from the messages I left, I'll enter them into the survey. I will also enter the 10 responses we received from class mates, based on their responses to our BMC.

Once I enter the data I have today, I'll send you another message. Over the weekend, if I have time to call any more places, or some of the other places that I left messages respond to me, I'll add those into the survey data to submit and let you know. I will also do the evaluations that are due on Sunday.

Please let me know if there is anything I've forgotten.

Thanks,  
Karen