# Potential Questions and their answers:

1. **What market audience is your product mostly aimed at and why?**

Timekeeper is primarily targeted towards small to medium sized businesses in New Zealand that would like to see an increase in their business’ productivity. These businesses will have employees who spend most of their working day on the computer.

1. **Can you see your product being marketable to your target audience and why?**

Yes. We will be designing the application to be non-intrusive and customisable so that it can meet the individual needs of most small to medium sized businesses. We feel that businesses will want to improve their productivity and will see Timekeeper as a tool to help them achieve that.

1. **Can you see any challenges towards being able to successfully implement this kind of product in a workplace?**

Yes, all new products face the issue of adaptation into the market. I feel that one of the problems will be convincing businesses that we aren’t trying to be Big Brother. This sort of software isn’t as common in New Zealand as in other parts of the world. I think once some companies see the benefit of Timekeeper, other businesses will follow suit.

1. **Will your product be able to meet privacy requirements? How will it handle the data that it gathers from all the employees?**

The data will be uploaded to an online database and stored there under the supervisors account. This data only contains current window titles or website domain for the workstations of that business. There will be no sensitive or personal information collected. Additionally, all the information will be secured and encrypted on our own servers.

1. **Have you been in contact with your target market to see if they will be willing to accept this idea?**  
   Yes, we have approached companies to understand how to improve the product. Initially the response has been that that companies wish to focus on the outcomes that individuals produce as opposed to the amount of distractions that the employee has. We now understand that having a few distractions throughout the day is better than no distractions at all. Based on this feedback we have tailored Timekeeper to be more outcome focused. We have improved the analytics aspect of the product to better help our customers understand trends in the workplace and implement methods to improve productivity.
2. **Could you give us some examples of businesses that you would target?**

Professional/Technical Services such as ECL Group, JLT, Randstad Specialised Services

Recruitment agencies such as Alpha, Robert Walters, Hays Info Tech, Reach, and Madison

Logistics Companies such as Mainfreight, DHL, Kiwirail, ISO

Consultancies such as Rice Consulting, H2R, Halo

Managements such as ABL Group, LIC, Information Management Group

1. **What sets Timekeeper apart from existing companies with similar products? Why do you think businesses will buy Timekeeper and not those existing products?**

Timekeeper is a unique product in this specific market because it will actively provide suggestions based on the observed trends to help supervisors implement plans to improve productivity. Additionally, this sort of software has been slow to reach the New Zealand market, and we believe that there is an opportunity here.

We believe that companies will want a proactive solution to improving productivity, along with respecting employee rights.

1. **Why you do you think there is an opportunity in the market for this? Why has nobody tried this yet?**

We feel that this problem in productivity, especially in New Zealand businesses, has come from an unwillingness to talk about such issues, or an unwillingness to act upon them. We think that New Zealander businesses will be responsive to our solution, as we will be locally owned and operated, and we understand the kiwi way of doing things.

1. **What were some major challenges in building this project?**

Technically: Customisability, Limited UI options,

Business: Figuring out privacy issues, and narrowing the target market

1. **How will you notify your target market about Timekeeper?**

Local listings, social media and advertising, online communities, search engine optimisation