# Potential Questions and their answers:

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

This product is primarily targeted towards small business in New Zealand that hope to increase their business’ productivity. These small 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 definitely. We will be designing the application to be non-intrusive and customisable so that it can meet the individual needs of most small businesses.

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.

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. Later, upon commercial use we will have accounts for each company.

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 also understand that a few distractions may be better than no distractions at all. Based on this feedback we will tailor the application to be more outcome focused. We will also try to improve the analytics aspect of the product to better help the business understand trends in the workplace.