

Market Segment Interview

Date/Time: 3/2/12's noon

Name: Alex

Occupation: Writer

Age:

- ☐ 13-17
- ☐ 18-24
- ☐ 25-34
- ☒ 35-44
- ☐ 45-54
- ☐ 55+

Recognize Cable?



- ☒ yes
- ☐ no



- ☒ yes
- ☐ no

Use cable how?

- ☐ charging
 - ☐ phone
 - what kind of phone? not apple
 - charge from what usb? wall
 - how often? every 2 hrs
 - where? at home
 - ☒ tablet
 - what kind of tablet?
 - charge from what usb?
 - how often?
 - where?
 - ☒ other
 - what kind of device?
 - charge from where?
 - how often?
 - where?

- data transfer (e.g. internet, itunes, backup)
 - ~~phone~~
 - what kind of data transfer?
 - what kind of phone?
 - transfer from what usb?
 - how often?
 - where?
 - ~~tablet~~
 - what kind of data transfer?
 - what kind of tablet?
 - transfer from what usb?
 - how often?
 - where?
 - ~~other~~
 - what kind?
 - from what usb?
 - how often?
 - where?
- ~~other uses:~~
 - from what kind of device?
 - to what kind of device?
 - how often?
 - where?

Competitor (<http://keroproducts.com/>):



Advantages:

X

none - doesn't carry cell phone

Disadvantages:

X

Features:

X

Pricing:

X

Prototype <https://www.indiegogo.com/projects/incharge-the-smallest-keyring-cable>



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X none, doesn't carry cell phone

Disadvantages:

Features:

Pricing: