

Market Segment Interview

Date/Time: 3/3

Name: Erik

Occupation: Librarian Webmaster

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? Android
 - charge from what usb? wall + computer
 - how often? Every other day
 - where? home usually, at work exception
 - ☐ tablet
 - what kind of tablet? Kindle
 - charge from what usb? wall
 - how often? twice a week
 - where? always at home
 - ☒ other Camera
 - what kind of device?
 - charge from where?
 - how often?
 - where?

- data transfer (e.g. internet, itunes, backup)
 - phone
 - what kind of data transfer? *picture, music*
 - what kind of phone? *android*
 - transfer from what usb? *computer to phone, phone to computer*
 - how often? *once 2 months*
 - where? *home*
 - ~~tablet~~
 - what kind of data transfer?
 - what kind of tablet?
 - transfer from what usb?
 - how often?
 - where?
 - other *camera*
 - what kind? *canon*
 - from what usb? *camera → computer*
 - how often? *twice 2 years*
 - where? *home*
- ~~other uses:~~
 - from what kind of device?
 - to what kind of device?
 - how often?
 - where?

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



Advantages: Size, Extra cable not needed, won't work for typical wall charger

Disadvantages:

Features:

Pricing: < \$10

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



Advantages:

Snap makes smaller, style aesthetics (matches phone)

Disadvantages:

Features:

Pricing:

< \$10