

Market Segment Interview

Date/Time:

2/27/2015 11AM

Name:

Jenny Jennie Security Guard

Age:

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

Recognize Cable?

she was confused and thought this was a flash drive

- ☒ yes
- ☐ no

- ☒ yes
- ☐ no

Use cable how?

- ☐ charging
 - ☐ phone
 - what kind of phone? android
 - charge from what usb? wall
 - how often? at work, at home, a lot
 - ☐ tablet
 - what kind of tablet?
 - charge from what usb?
 - how often?
 - ☐ other
 - what kind of device?
 - charge from where?
 - how often?
- ☐ data transfer (e.g. internet, itunes, backup)
 - ☐ phone
 - what kind of data transfer?
 - what kind of phone?
 - transfer from what usb?
 - how often?

- tablet
 - what kind of data transfer?
 - what kind of tablet?
 - transfer from what usb?
 - how often?
- other
 - what kind?
 - from what usb?
 - how often?
- ~~other uses:~~
 - from what kind of device?
 - to what kind of device?
 - how often?

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



Advantages: ✓ less space, more convenient, shared charger w/ husband, wrapping up cord, harder to forget

Disadvantages:

have to next to charger

Features:

Pricing:

\$20

\$1? quality

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



Advantages:

color: blue & green

Disadvantages:

small lost easily, lose keys (both)

Features:

Pricing:

\$21