

Market Segment Interview

Date/Time: 3/5 noon

Name: simon

Occupation: developer

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? wireless (home), cable (out)
 - how often? every night
 - where? out
 - ☐ tablet
 - what kind of tablet? android, ipad
 - charge from what usb? have
 - how often? all the time
 - where? home
 - ☐ other
 - camera
 - what kind of device? Samsung
 - charge from where? wall
 - how often? twice 2 months
 - where? home

- data transfer (e.g. internet, itunes, backup)
 - phone
 - what kind of data transfer? *photos*
 - what kind of phone? *android*
 - transfer from what usb? *computer*
 - how often? *every 2 months*
 - where? *home*

- ~~tablet~~

- what kind of data transfer?
- what kind of tablet?
- transfer from what usb?
- how often?
- where?

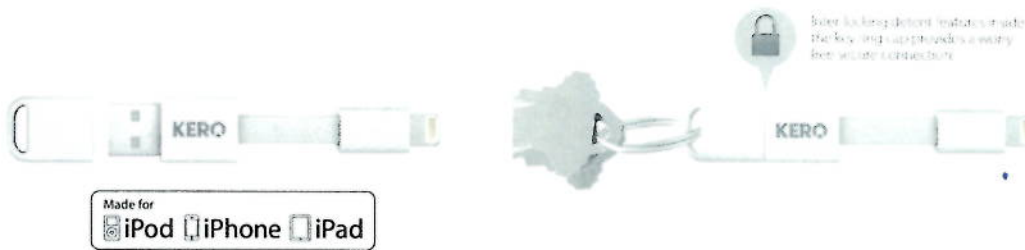
- other

- *camera (pulls card)*
- what kind? *photos*
- from what usb? *computer*
- how often?
- where?

- ~~other uses:~~

- from what kind of device?
- to what kind of device?
- how often?
- where?

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



Advantages:

portable

Disadvantages:

lose cap, unnecessary

Features:

Pricing:

< \$10

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



Advantages:

no cap to lose, color no diff

Disadvantages:

maybe too large for keychain

Features:

Pricing:

same as other