

Clay

3

Market Segment Interview

Date/Time: 3/2/ 10:30

Name: Clay

Occupation: Engineer

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? *iphone 6*
 - charge from what usb? *wall, computer*
 - how often? *night, morning*
 - 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?

Clay

- data transfer (e.g. internet, itunes, backup) *mostly*
 - 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?

Clay

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



Advantages: *distance*

Disadvantages: *has to close to outlet, not as useful because not long ~~enough~~ enough*

Features:

Pricing:

\$10⁻

pad at home / induction

2nd battery mophie

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



Advantages:

Disadvantages:

bulky

Features:

doesn't like colors, black only

Pricing:

\$10-