

## Market Segment Interview

Date/Time: 3/6 9am

Name: jimmy

Occupation: dev ops

Age:

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

Recognize Cable?



☒ yes  
☐ no

Use cable how?

- ☐ charging
  - ☐ phone
    - what kind of phone? *iphone*
    - charge from what usb? *wall computer car*
    - how often? *every day*
    - where? *home work car*
  - ☐ tablet
    - what kind of tablet? *ipad*
    - charge from what usb? *wall*
    - how often? *once a week*
    - where? *home*
  - ☐ other
    - what kind of device? *battery pack*
    - charge from where? *wall home*
    - how often? *twice a month*
    - where?

- data transfer (e.g. internet, itunes, backup)
  - phone
    - what kind of data transfer? *backup, itunes*
    - what kind of phone? *iphone*
    - transfer from what usb? *computer*
    - how often? *once a week*
    - where? *home, office*
  - tablet
    - what kind of data transfer? *backup, itunes*
    - what kind of tablet? *ipad*
    - transfer from what usb? *computer*
    - how often? *once a week*
    - where? *home, office*
  - ~~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:

always have something

Disadvantages:

lose cap

Features:

Pricing:

< \$10

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



Advantages:

likes colors

Disadvantages:

worried about magnet coming

Features:

Pricing:

same