

Thursday
Amelia Willow



Market Segment Interview

Date/Time:

Name: Frank

Occupation: Developer

Age:

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

Recognize Cable?



- ☒ yes
- ☐ no

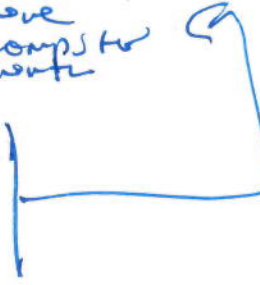
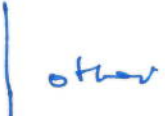


- ☒ yes
- ☐ no

Use cable how?

- ☐ charging
 - ☐ phone
 - what kind of phone? iPhone
 - charge from what usb? wall
 - how often? every night
 - where? home
 - ☐ tablet
 - what kind of tablet? android
 - charge from what usb? wall
 - how often? every night
 - where? home
 - ☐ other
 - what kind of device? communication
 - charge from where? computer
 - how often? often
 - where? home

Frank

- data transfer (e.g. internet, itunes, backup)
 - phone
 - what kind of data transfer? *backup*
 - what kind of phone? *iphone*
 - transfer from what usb? *computer*
 - how often? *twice a month*
 - where? *home*
 - 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: *programming work*
 - from what kind of device?
 - to what kind of device?
 - how often?
 - where?
- 
- 

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



Advantages:

Smaller, portable

Disadvantages:

syncing - ok, development & limited position

Features:

Pricing:

< apple cable

From

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



Advantages:

likes clever, ~~credit card~~ like color

Disadvantages:

credit card magnetic

Features:

Pricing:

> kero

Frank

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



Advantages:

fewer parts

Disadvantages:

magnets will interfere w/ credit cards

Features:

Pricing:

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