

# Assignment #1 - Market Segmentation

## Product:

Instead of inventing a product, I selected a new product from Indiegogo called: *inCharge*.



The *inCharge* cable is used to charge an electronic appliance (for instance, a cell phone) from a usb port. Its main characteristic over the *normal charging cable* that you get when you buy a cell phone



is that the *inCharge* cable is much smaller and thus more portable. Since it is smaller, the customer can carry it at all times and, in fact, it is designed to attach to a key chain. The plastic end pieces have magnets that hold the cable in a loop for attaching the cable to the key chain.



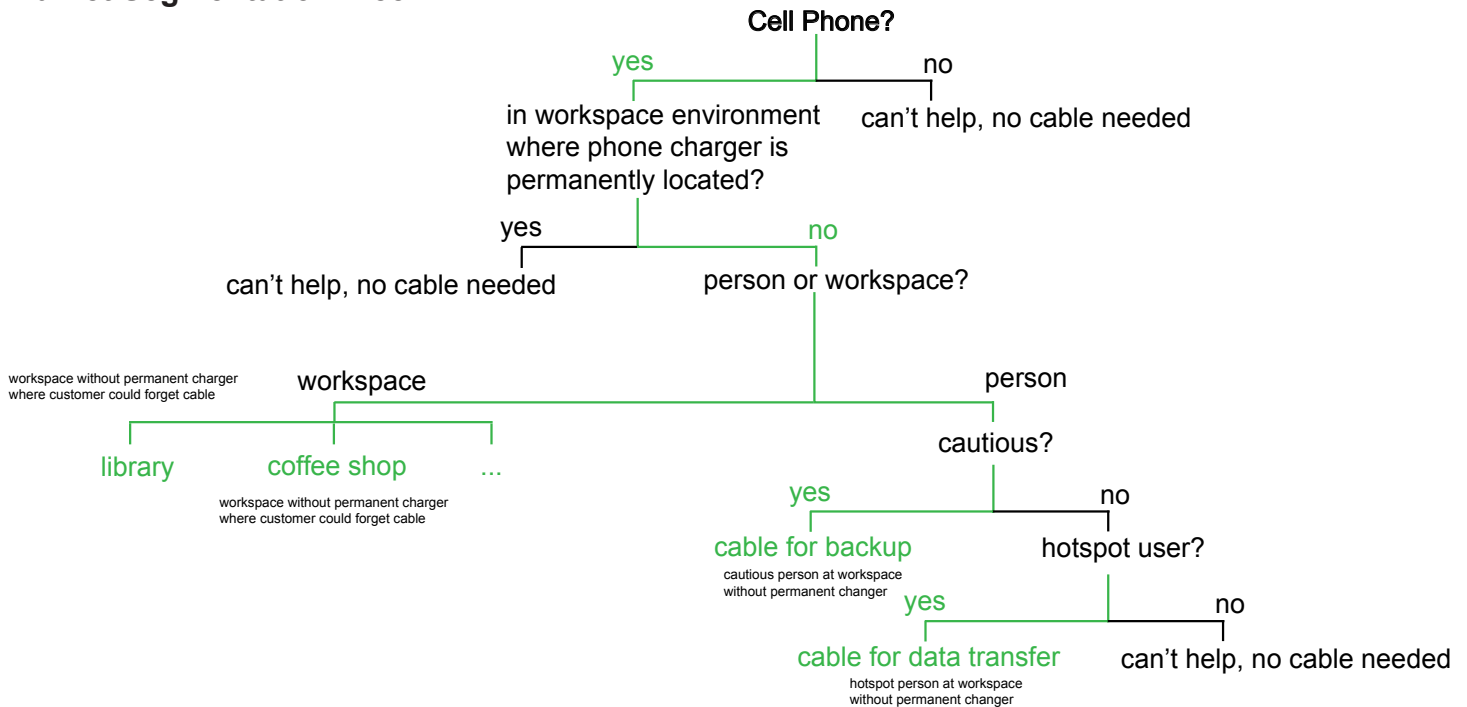
## Competition:

A competitive product is made by Kero. The Kero Nomad Cable is about the same size and as the same functionality.



The main difference is that the Nomad Cable has a *key ring cap* instead of using magnets to create a loop in the cable to attach the cable to a key ring. Some of the people interviewed viewed the cap as insecure and easy to lose.

## Market Segmentation Tree:



There are several devices that can be charged from *inCharge* cable:

- a cell phone,
- a tablet,
- or a camera.

In the ten interviews, it was almost always the **cell phone** that was charged. At home, the normal charging cable is generally left there and, unlike the *away from home* environment, it cannot be forgotten.

In an *away from home* workspace environment, the normal charging cable may have been forgotten. The *inCharge* cable, a very short cable, is a convenient *backup* for the normal charging cable. The *inCharge* cable can either be

- in the possession of a **cautious person**, worried about forgetting the normal charging cable, or
- available from the **workspace** - a librarian, that was interviewed said that the library might stock them for patron emergencies because it wasn't unusual to get request for a charging cable.

The power user for this product is a person that is using the cell phone as a hotspot. The **hotspot user** has the cell phone on the entire day using either the wifi or phone connection to the internet. Hotspot usage drains the cell phone battery and the cell phone needs to be charged, more or less, continuously.

## Use Cases:

There are 2 basic use cases for a usb to cell phone cable:

- battery charging, and
- data transfer
- **Backup Charging Cable**

In some workplace situations, depending on the location of the wall plug, it is more convenient to use the normal charging cable than the shorter *inCharge* cable. However, the normal charging cable may be forgotten and the user can be rescued by *inCharge* cable that can be easily tucked away and always carried.

- **Patron Charging Cable**

In some workplace situations, the customers or patrons may have forgotten the normal charging cable. As a service, the workplace could loan an *inCharge* cable to the patron.

- **Hotspot Charging/Data Transfer**

Where wifi is slow or nonexistent at the workplace, users make continuous use of the cell phone as a hotspot for their laptop. In this case, the cell phone is continuously used for long periods of time and needs to be charged routinely. Connecting the cell phone directly provides more security than using bluetooth or wifi.