

Market Segment Interview

Date/Time: 3/2 4:00

Name: Matt

Occupation: Librarian

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? *computer, cigarette lighter in car*
- how often? *every day 50%, car 50%*
- where?

- ☒ ~~tablet~~

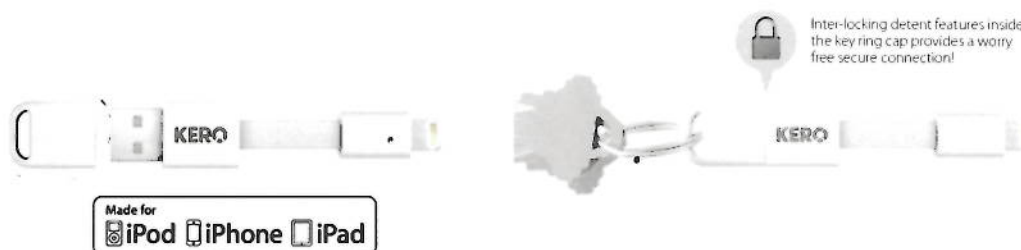
- what kind of tablet?
- charge from what usb?
- how often?
- where?

- ☐ other

- *camera*
- what kind of device? *android*
- charge from where? *computer*
- how often? *once 2 month*
- where? *at home*

- data transfer (e.g. internet, itunes, backup)
 - phone
 - what kind of data transfer? *photo, music*
 - what kind of phone? *iphone*
 - transfer from what usb? *computer phone*
 - how often? *once a week*
 - where? *home*
 - ~~Tablet~~
 - what kind of data transfer?
 - what kind of tablet?
 - transfer from what usb?
 - how often?
 - where?
 - ~~other~~ *Cymera*
 - what kind? *song*
 - from what usb? *computer*
 - how often? *twice a month*
 - where? *home*
- ~~other uses:~~
 - from what kind of device?
 - to what kind of device?
 - how often?
 - where?

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



Advantages:

→ { Small, easy, portable, w/ camera bag
in case cable is forgotten or traveling

Disadvantages:

too short for desktop, phone is dangling

Features:

Pricing:

< \$10 -

hargain + \$20

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



Advantages:

Some

Disadvantages:

~~But~~ magnet snap may open

Features:

Pricing:

\$20-