

Market Segment Interview

Date/Time: 9/27 11:30
 Name: Donna 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? flip
 - charge from what usb? wall
 - how often? every night
 - ☐ tablet
 - what kind of tablet? android
 - charge from what usb? computer (at work), wall (at home)
 - how often? twice a day
 - ☐ other
 - what kind of device? camera
 - charge from where? frequent
 - how often? frequent
- ☐ data transfer (e.g. internet, itunes, backup)
 - ☒ phone
 - what kind of data transfer?
 - what kind of phone?
 - transfer from what usb?
 - how often?

- tablet
 - what kind of data transfer? *picture, ebooks, image*
 - what kind of tablet? *android*
 - transfer from what usb? *see before*
 - how often? *see before*
- other
 - what kind? *camera*
 - from what usb?
 - how often?
- ~~other~~ uses:
 - from what kind of device?
 - to what kind of device?
 - how often?

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



Advantages:

easy to carry, library patron ask for charge cords and these would be easy to keep around for temporary use.

Disadvantages:

easy to lose

Features:

Pricing:

\$15

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



Advantages:

fewer parts to lose, daughter would want to color coordinate
self contained

Disadvantages:

Features:

Pricing:

\$25-