

## Market Segment Interview

Date/Time: 3/3 12:30

Name: Kirby

Occupation: Marketer

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? *usb*
    - how often? *every night*
    - where? *home*
  - ☐ tablet
    - what kind of tablet? *ipad*
    - charge from what usb? *usb*
    - how often? *once a month*
    - where? *home*
  - ☒ other
    - what kind of device?
    - charge from where?
    - how often?
    - where?

- data transfer (e.g. internet, itunes, backup)
  - phone
    - what kind of data transfer? ~~music~~ photos, reminders, calendars, notes
    - what kind of phone? iPhone
    - transfer from what usb?
    - how often? once 2 months
    - where? home
  - ~~tablet~~
    - what kind of data transfer?
    - what kind of tablet?
    - transfer from what usb?
    - how often?
    - where?
  - other
    - what kind? digital recorder, olympus
    - from what usb? computer
    - how often? twice / month
    - where? home
- ~~other uses:~~
  - from what kind of device?
  - to what kind of device?
  - how often?
  - where?

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



Advantages:

less space, in pocket

Disadvantages:

pops off key holder

Features:

Pricing:

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