

Market Segment Interview

Date/Time:

Name:

Occupation:

Age:

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

Recognize Cable?



- ☐ yes
- ☐ no



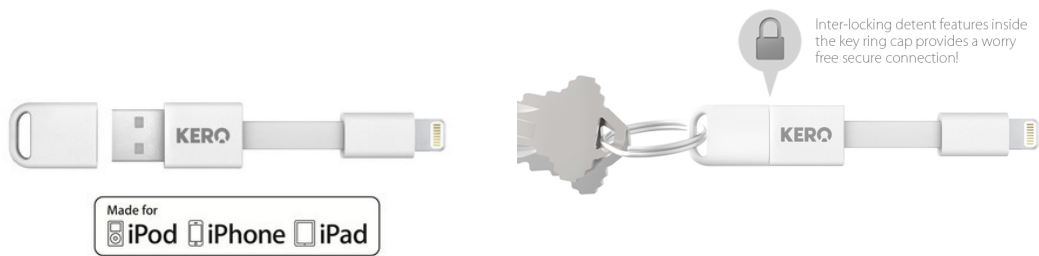
- ☐ yes
- ☐ no

Use cable how?

- ☐ charging
 - ☐ phone
 - what kind of phone?
 - charge from what usb?
 - how often?
 - where?
 - ☐ tablet
 - what kind of tablet?
 - charge from what usb?
 - how often?
 - where?
 - ☐ other
 - what kind of device?
 - charge from where?
 - how often?
 - where?

- data transfer (e.g. internet, itunes, backup)
 - phone
 - what kind of data transfer?
 - what kind of phone?
 - transfer from what usb?
 - how often?
 - where?
 - 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:
 - from what kind of device?
 - to what kind of device?
 - how often?
 - where?

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



Advantages:

Disadvantages:

Features:

Pricing:

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



Advantages:

Disadvantages:

Features:

Pricing: