

PNL Updates – Based on Customer Feedback

1. Customers today want that the results that view should be personalized according to them. PNL must be able to identify the following person information-
 1. Primary:
 1. Sex
 2. Location
 2. Secondary
 1. Occupation
 2. Age
 3. Education
 3. Additional Features
 1. API's of Facebook, Google, Twitter, and LinkedIn etc.
2. After the first market survey, we found that the first MVP should be based for IOS devices.
 1. Pros: There is no Google widget for Apple devices whereas every android device come pre-installed with a Google widget
 2. Cons: Making an app for IOS requires time, as they need to be approved from Apple.
3. Although PNL is a product whose niche is mobile devices but creating just an app would limit the growth of the company. So, we would also require a website, so that people can use PNL on conventional devices as well.
4. Mobile search is driven by speed, convenience and accuracy. These are three main factors where PNL's MVP should focus to achieve.
5. Design and personalization of result according to user and search term would be main area where we would be able to create our niche from top Search Engines such as Google, Bing etc.

Research for analysis of Top Searches Terms on Mobile:

1. https://docs.google.com/viewer?url=http://ssl.gstatic.com/think/docs/creating-moments-that-matter_research-studies.pdf&chrome=true
2. <http://econsultancy.com/blog/63230-30-compelling-mobile-search-statistics>
3. <http://brandongaille.com/mobile-search-statistics-and-smartphone-search-stats-for-2013/>
4. <http://www.thinkwithgoogle.com/research-studies/mobile-path-to-purchase-5-key-findings.html>
5. <http://www.smartinsights.com/mobile-marketing/mobile-marketing-analytics/mobile-marketing-statistics/>
6. <http://www.slideshare.net/mediative/mobile-search-statistics-2013>
7. http://www.slideshare.net/performics_us/the-latest-mobile-search-trends-and-best-practices-february-2012

Some Facts about Mobile Search Engine Users:

1. >25 % of executives say they are using mobile devices to conduct research for business purchases of greater than \$100,000 in value
2. 53 % of searchers purchase as a result of a smartphone search in the U.S.
3. 43 % of respondents spend more time on their tablets than their desktop.
4. 86 % of people use their phones while consuming other media.
5. 72 % of tablet owners make purchases from their tablets on a weekly basis.
6. 41 % of executives report making a business purchase of over \$5,000 from mobile devices
7. 90 % of smartphone users took action after performing a local search.
8. 1 in 3 automotive parts and accessory shoppers use mobile devices while in-store
9. 77 % of mobile searches are in a location where people likely have a PC available to them, such as home or work.
10. 74 % of mobile consumers used a search engine on their smartphone in the shopping process.
11. 84 % of smartphone shoppers use their phones while in a physical store.

Note:

The above links and data are still to be analyzed and based on it, first 4-5 categorizes would be decide on which MVP would be built.