

AI Interview Synthesis

Based on 5 interviewees across 3 ideas (15 snapshots).

Key patterns across interviews

- **Fragmentation is the universal pain:** groceries fragment across stores; experiences fragment across apps/memory.
- **People want less thinking:** decision fatigue matters more than “features.”
- **Experience Ranker shows identity energy:** rating language and strong preference signals.
- **Silver Platter is niche:** if it works, it is “verified quality + time saved,” not “luxury vibes.”
- **Trust gates adoption:** price accuracy, freshness, and quality consistency matter.

Top 5 diagnostic quotes

- “Not all stuff at one store.”
- “Everything in one place... especially online.”
- “One store doesn’t have everything.”
- “MoMA — mediocre 5/10 — crowd.”
- “Descriptions (are) not possible.”

Contradictions and what they might mean

- **HNI still checks prices** → “price” often means “don’t waste money”; quality and label clarity still dominate.
- **People want an experience resume but won’t write** → capture + summary must be automatic, not review-like.
- **Convenience vs quality** → delivery wins only if perishables/freshness are consistently reliable.

Surprises

- Experience “rating language” already exists in the wild (5/10, mediocre).
- Silver Platter interest, where present, is about **verification** not pampering.
- Even higher-income users want **clarity** (labels, ingredients, trust signals).

Overall read on the data

Strongest direction right now: **Experience Ranker** (taste, ranking, network discovery). Second strongest: **RadiusCart** in price-sensitive segments (clear store-hopping pain). Weakest for now: **Silver Platter** unless

repositioned as verified quality sourcing.

Key risk for Experience Ranker: manual logging friction. Winning path: auto-capture + one-tap rating + network layer.