**Customer Discovery**

2 insurers

4 rental car companies

1 rideshare corporate officer

10 parents who have life360

2 grant/ funding / gov grant expert

5 door to door fleet owners

5 driving schools

3 driver safety non-profits/ charities/ organizations

2 school districts

1 life360 employee

1 failed company that tried tackling this problem (ex: cellcontrol Id)

1 successful founder who made a product of similar D2C hardware nature

**B2B Questions:**

What are the biggest problems you have with your fleet?

How expensive are accidents?

What are the leading causes of car accidents in your fleet?

Which are the most preventable?

How are you solving this problem today?

Why are these solutions not cutting it?

How much does this problem cost your organization?

Where do your drivers store their phones now? Where do they charge their phone?

**Car rental companies**

Tell me step by step how a customer would rent a car.

Tell me what steps your organization also does behind the scenes?

What drivers tend to be the riskiest and pay the highest rates for a rental? Which vehicles tend to be the most profitable and which are the highest risk?

What systems are in place to detect phone use while driving, accidents, reckless driving etc?

Do your cars come with phone mounts? Why or why not?

Have you considered using things like driver facing cameras in your vehicles to reduce accidents?

How expensive are accidents to the company?

Why aren’t current solutions not enough?

What other systems are in place? Any gps to monitor stolen cars for example? Where in the vehicle?

Are there certain technologies that renters feel uncomfortable with?

Do rentals come with phone chargers like a usb Lightning charger or connector? Why or why not?

Do you have dash cams in your cars? Why or why not? Would they help/ hurt with liability?

Where do drivers store their phone while they are renting cars? Do they typically charge their phones while driving?

**B2C Qs**

My name is James. I am a Cornell student trying to learn more about car safety and more about everyday drivers. Can I ask you a few questions? (Schedule a 5 minute video call?)

Thank you for your time.

What are the biggest safety concerns you have about your teen while driving?

What current solutions do you use to manage your teen’s texting and driving?

Do you feel satisfied with that solution?

Where does your teen keep their phone while driving?

Which apps are the biggest problem? Are you okay with your teen using certain app/ phone functions while driving?

Do you use life360? What do you think about it. What are the pros and cons of it.

Are you familiar with usage based insurance? Would you or you family use it? Why or why not

How much would a solution be to you in dollars and cents?

**Closing**:

Thank you again for your time. Is there anyone else you know that might be a good person to interview? Awesome. Lastly, can I get your email address or phone number in case of a follow up question?

Have an amazing day.

**Conjoint analysis discovering what features actually matter to customers**

**What keywords trigger a “buy” in customers**

**FACEBOOK GROUPS (life360, parents of Moorpark et,) for customer discovery**

**Make a straw poll for parents of teens strictly asking them between the active and passive solutions**

**Hand them website AND app together and separately and see what features are most important. Which parts are good or bad.**

**Ask folks how they would prefer hardware sitting in the car : a beacon that sits in their glove box? A phone mount? OBDII reader? Their opinion matters. Phone mount is honestly probably not that good.**