

VALIDATION INTERVIEWS

Collect Your Findings From Your Interviews

A INTERVIEWEE INFO:

NAME: Monique Clarke EMAIL: monique.clarke@live.ca

OCCUPATION: Student AGE: 22

GENDER: ☐ MALE ☒ FEMALE

EARLY ADOPTER: ☒ YES ☐ NO

B DEMO FINDINGS:

MISSING FEATURES:

- Event description (address code)
- Obtain event tickets
- Get suggestions based off what you do

KEY FEATURES

- Filters
- Doing everything in ^{one} app (integration)
- Calendar integration

FEATURES THAT NEED TO BE REMOVED:

- Remove Yelp

FORM OF SOLUTION

Web & App

UNDERSTANDABLE: ☒ HIGH ☐ LOW

C PRICING MODEL

PRICES TESTED:

Freemium OR _____

CONSUMER WILLING TO PAY:

\$3.99

D MVP:

OPEN TO TEST YOUR MVP:

☒ YES ☐ NO

BEST METHOD OF CONTACT:

Email

E MISC LEARNINGS:

If smaller event want a customer base, you can charge them to be present on your app list