

# VALIDATION INTERVIEWS

Collect Your Findings From Your Interviews

**A**

INTERVIEWEE INFO:

NAME: Sarah Burnett

EMAIL: sarah.burnett@ryerson.ca

OCCUPATION: student

AGE: 22

GENDER:

☐ MALE

☒ FEMALE

EARLY ADOPTER:

☒ YES

☐ NO

**B**

DEMO FINDINGS:

MISSING FEATURES:

Specific filters based on budget, how many  
people are going, location, fancy/casual  
Home page with hot events going on

KEY FEATURES

As mentioned above

FEATURES THAT NEED TO BE REMOVED:

None

FORM OF SOLUTION

App

UNDERSTANDABLE:

☒ HIGH

☐ LOW

**C**

PRICING MODEL

PRICES TESTED:

0

OR

2

CONSUMER WILLING TO PAY:

\$ 2

**D**

MVP:

OPEN TO TEST YOUR MVP:

☒ YES

☐ NO

BEST METHOD OF CONTACT:

**E**

MISC LEARNINGS:

Wants more filters to make event search highly specific