CONDUCTING VALIDATION INTERVIEWS

Collect Your Findings From Your Interviews

A INTERVIEWEE INFO:

NAME: Adrian Cory

EMAIL: aacory@live.com

OCCUPATION: Student

AGE: 24

GENDER:
[MALE] FEMALE

EARLY ADOPTER:
[YES] NO

B DEMO FINDINGS:

MISSING FEATURES:

Feature to buy tickets
Add reviews from multiple sites

KEY FEATURES

A way to find events based on budget, vibe, location, see reviews from past people who have gone

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:
$ Free, small amount for premium

D MVP:

OPEN TO TEST YOUR MVP:
[YES] NO

BEST METHOD OF CONTACT:
Email

E MISC LEARNINGS:

Thinks this is a great idea and much needed