

VALIDATION INTERVIEWS

Collect Your Findings From Your Interviews

A

INTERVIEWEE INFO:

NAME: Lynn Kennedy

EMAIL: lynnkennedy93@gmail.com

OCCUPATION: Student

AGE: 25

GENDER:

☐ MALE

☒ FEMALE

EARLY ADOPTER:

☒ YES

☐ NO

B

DEMO FINDINGS:

MISSING FEATURES:

Integration with iCal/phone/computer calender.
chat feature, search based on event type

KEY FEATURES

Wants to be able to see reviews and plan a night
with more than one place, i.e. start with drinks,
dinner, then place to go out after

FEATURES THAT NEED TO BE REMOVED:

Nothing

FORM OF SOLUTION

App or website

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:

Email

E

MISC LEARNINGS:

Wants all types of events to be available, not just bar/drinking related things