CONDUCTING VALIDATION INTERVIEWS

Collect Your Findings From Your Interviews

A — INTERVIEWEE INFO:

NAME: Wendy Jiang

EMAIL: wendy.jiang@ryerson.ca

OCCUPATION: student

AGE: 22

GENDER:
[ ] MALE [✓] FEMALE

EARLY ADOPTER:
[✓] YES [ ] NO

B — DEMO FINDINGS:

MISSING FEATURES:
Events that aren't just for going out and drinking, things for events around the city

KEY FEATURES
Be able to find events easily through specific filters that are tailored to what i want to do and my preferences

FEATURES THAT NEED TO BE REMOVED:
Nothing

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:
email

E — MISC LEARNINGS:

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