Country of Origin Identifier (COO)

Elevator Pitch

Picture this: You're out and about doing some shopping. For one reason or another, you're interested in identifying the country of origin of some product that caught your eye. With this app, you can pull out the camera on your phone to scan the barcode of the item and quickly find out that information.

Assumptions

1. The COO is easily accessible/identifiable from a barcode
2. People are compelled enough to find an item's COO that they'd download an app for it
3. Consumers would like to expedite the process of finding a products COO (i.e., don't want to pinpoint the relevant info on the product itself)

Problem Statement

Identify the motivations behind why someone would use this COO Identifier

Survey Questions

1. Does an item's country of origin factor into your decision to make a purchase?
2. Why or why wouldn't it factor into your purchasing decision?
3. With this app, you could pull out the camera on your phone to scan the barcode of an item to find out its country of origin. On a scale of 1-10, how likely are you to download this app?
4. True or False: You would download this app instead of manually searching for the country of origin on the item itself?
5. Would you rather this app generated revenue through advertising or a small, one time fee?

Key Findings

1. The majority of respondents prefer the effortless nature of the app to manually finding the information on their own
2. The majority of respondents factor an items country of origin into their purchasing decision

3. Exactly half of the respondents would rather pay a small, one time fee instead of deal with advertising

Problem Statement Findings

My problem statement: Identify the motivations behind why someone would use this COO Identifier

I learned that the strong majority of the respondents' motivations are based solely on quality control. Geopolitical rationale was also mentioned multiple times.