Artemis Child Safety System  
Consumer Interviews  
3/19/17

# Sex

1. Male
2. Female
3. Female
4. Female
5. Female
6. Female
7. Male
8. Male
9. Female
10. Male
11. Female
12. Male
13. Male
14. Female

# Occupation

1. Mechanical engineer on an oil rig
2. Stay at home mom
3. Software Engineer
4. Employed, unspecified
5. Registered Nurse
6. Public School Teacher
7. Hot Tub Repair
8. Software Engineer
9. Management
10. Teacher
11. Risk and Safety Coordinator
12. Custodian
13. Restaurant Manager
14. Dental Hygienist

# Number of Children

1. 2
2. 2
3. 2
4. 1
5. 3
6. 3
7. 1
8. 1
9. 2
10. 3
11. 1
12. 3
13. 3
14. 2

# Ages

1. 2.5 years, 1 year
2. 2.5 years, 1 year
3. 5 years, newborn
4. 4 years
5. 8 months, 2 years, 4 years
6. 5 years, 4 years, 2 years
7. 2 years
8. 14 months
9. 11 years, 7 months
10. 14 years, 9 years, 4 years
11. 22 months
12. 5 years, 4 years, 2 years
13. 5 years, 2 years, 3 months
14. 2 years, 11 months

# Are you the primary caregiver?

1. No
2. Yes
3. Yes
4. Yes
5. Yes
6. Yes
7. Equal caregiver
8. Yes
9. Yes
10. Yes
11. Yes
12. No
13. No
14. Yes

# Do you use any child reminder devices to prevent forgetting your child in the backseat of your vehicle?

1. No
2. No
3. No
4. No
5. No
6. No
7. No
8. No
9. No
10. No
11. No
12. No
13. No
14. No

# If so, which devices? If not, why not?

1. Unware they exist
2. Would never forget child in vehicle
3. Only take child back and forth from daycare and home, so would never forget
4. Never thought I would have to remind myself, I'm home with them all day so I basically do a head count whenever we go someplace
5. Unware they exist
6. Have not seen a compelling product.
7. Only take daughter to daycare, pediatrician’s office, and other places I would only go with her. Unlikely to forget her in the backside after arrival.
8. My husband and I work opposite shifts to avoid daycare. Also cars were purchased before baby.
9. Never felt the need for one.
10. The carseat is placed in the back middle seat so he is visible in the rear view mirror.
11. Unaware they exist
12. Very aware the children are there and have a very structured routine

<Description of Artemis omitted for brevity>

# Would you purchase a product like Artemis?

1. No
2. Yes
3. Not sure. I would never think to need something like this, but I can see why others would. A
4. Yes, this is a worry of mine when my husband or mother have my children in their car.
5. Yes
6. Yes, if price is right and to make wife happy.
7. Yes
8. No
9. I would consider it, I had looked into what options were on the market after reading an article about parents who had forgotten their children in the car.
10. Yes
11. Yes
12. No

# What are your top 2 concerns about a system like this?

1. Price, highest willing to pay is $150, and installation process, particularly with OBD
2. Ease of installation, failure/reliability
3. Price, highest willing to pay is $120
4. Price, highest willing to pay is $250, ease of use
5. The time it would take to alert you, sometimes my kids fall asleep in the car on the way home from being out so I park the car and hang out in it with them as to not wake up right away. I would also worry about it malfunctioning and going off when it wasn't supposed to.
6. Cost and buying multiple for multiple car seats.
7. That the device may be difficult to install cleanly, and that it may go off when there is no child in the seat, opening the windows and triggering the alarm unnecessarily.
8. Concerned about false positives that cause the device to draw attention to the vehicle in error. Really only interested in a device that can tell me if I left my child locked in my car once I leave it. This device may do more than I need and demand a higher price point for features I'm not interested in.
9. Although I understand why the windows being rolled down is important for a hot car etc. It would scare me if strangers were reaching in for my child. Maybe a device that makes your keys beep so you are notified as well as surrounding strangers.
10. We like the car seats we have and put a lot of time and effort picking out the right one for us. Also what happens when just one adult in the car leaves the vehicle but another stays behind? Does the alarm go off? Or if you were at the drive in movie theater, will the alarm go off?
11. I currently lease my car and wonder if installing software like this to the on board would be allowed. A malfunction causing the alerting system to go off when the child has not been left behind.
12. Safety of wireless protocol, risk of fire
13. Cost, installation