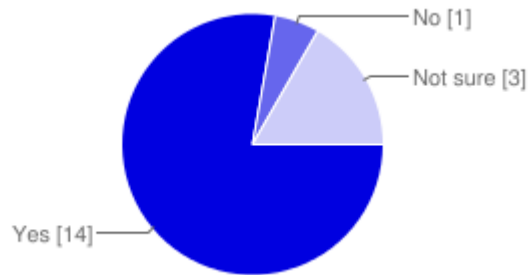


# 18 responses

[View all responses](#)

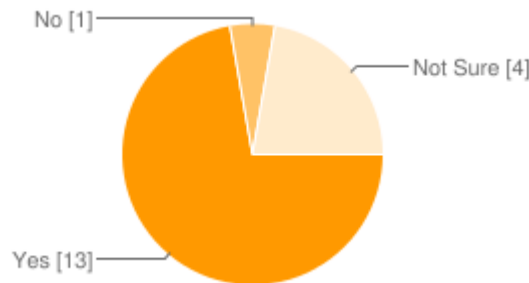
## Summary

1.) Does the idea of being able to follow both you personal and business contacts , from both LinkedIn and Facebook, via a real-time smartphone application as they travel-seeing their personal photos and video while instantly being notified when users in your network are in your vicinity appeal to you?



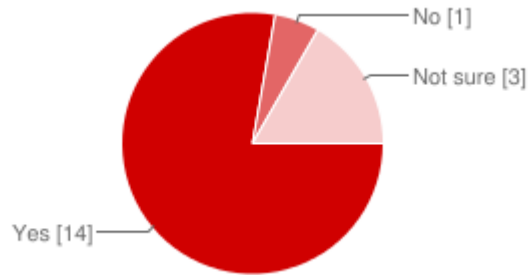
Yes	<b>14</b>	77.8%
No	<b>1</b>	5.6%
Not sure	<b>3</b>	16.7%

2.) Do you like the idea of having discount proximity notifications pushed to your phone for destinations exclusively that members in your network have visited while you travel?



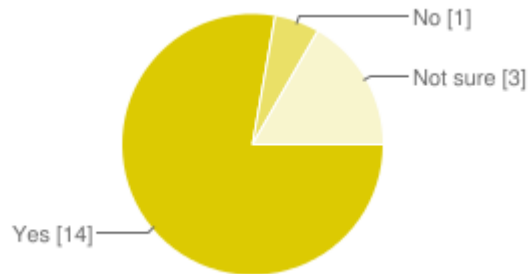
Yes	<b>13</b>	72.2%
No	<b>1</b>	5.6%
Not Sure	<b>4</b>	22.2%

**3.) If the destination where one of your contacts is traveling appeals to you-would you be interested in an option to be connected to a travel website for cost comparisons?**



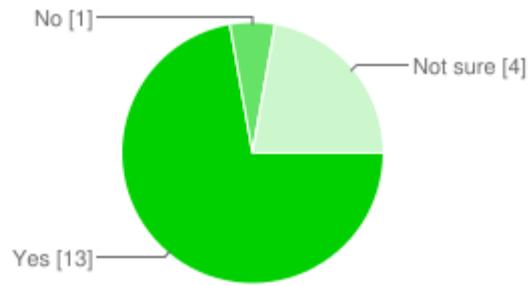
Yes	<b>14</b>	77.8%
No	<b>1</b>	5.6%
Not sure	<b>3</b>	16.7%

**4.) Would you like the option of setting certain restrictions on Facebook and LinkedIn users seeing your travels?**



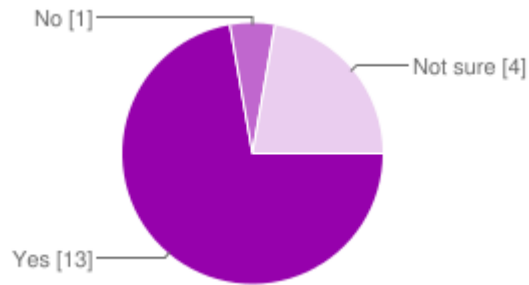
Yes	<b>14</b>	77.8%
No	<b>1</b>	5.6%
Not sure	<b>3</b>	16.7%

**5.) The setting for being alerted of a contact's location is currently planned to be 50 miles away from their home location, if they spend at least 2 hours in that location, and then you would receive the alert that they are travelling to a new place you may want to view. Is this distance and time a good estimate for your needs with this app?**



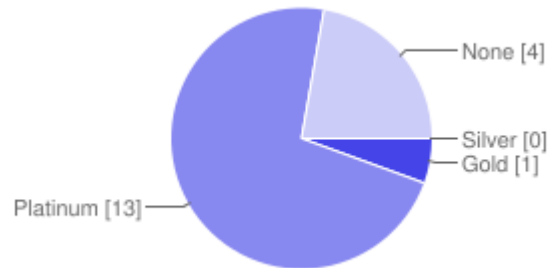
Yes	<b>13</b>	72.2%
No	<b>1</b>	5.6%
Not sure	<b>4</b>	22.2%

**6.) As a business, would advertising your business on a platform such as this appeal to you?**



Yes	<b>13</b>	72.2%
No	<b>1</b>	5.6%
Not sure	<b>4</b>	22.2%

**7.) Status levels are attained based on the level of participation by the user/subscriber. If you are someone who would like to use this type of application, which type of status level do you think you would achieve (how much would you use this app?) (please see page 6 of slide presentation)?**



Silver	<b>0</b>	0%
Gold	<b>1</b>	5.6%
Platinum	<b>13</b>	72.2%
None	<b>4</b>	22.2%

**8.) If you said no to advertising on this app, why is that?**

did not

said yes

not sure

First Interview with Freedom Trail in Boston,MA,USA: likes the idea advertising on this app for her employer, the Freedom Trail, but for her personally, she would not use it.

Boston,MA,USA's Fenway Park, Home of the baseball team, The Red Sox - would definitely be interested in advertising on this app, if it were real, and not in a class room setting.

Second interview with Freedom Trail, Boston,MA,USA: Not good for a non-profit business like Freedom Trail, unless Freedom Trail could be guaranteed the sale on the app rather than a bulk discount competitor that also advertises on the app for Freedom Trail.

New England Aquarium, Boston,MA, USA: would definitely be interested.

The USS Constitution Boat in Boston,MA,USA - would only be interested in advertising if it made sense for their business (also part of the Freedom Trail in Boston) and bulk discounters sometimes offer discounts they cannot compete with, if they also advertise on the app.

**9.) Do you have any recommendations that you would add to this app?**

no

Call them if it becomes a real app rather than a class project.

Technical Entrepreneur class mate said: what pain points does this app solve over its competitors? Why will this one be more successful and beat its competitors? Please make more clear what are the values to the customer, and not just the app product's features in the description.

no - good as is - from Technical Entrepreneur class mentor

Technical Entrepreneur class mate said: perhaps consider changing the app name to "Passports to Social Media", and that they were not sure if this app could make enough revenue when the product is a social media cache.

Technical Entrepreneur class mate said: make more clear how you have a competitive advantage over the apps Yelp and

Foursquare, with video/photo element added to them. How does it compare to SnapChat, which is successful since you do not have to keep the photos sent to you. Also, in terms of making revenue, the advertisement fees are always decreasing, and perhaps you can refer to how FourSquare is also making money from advertising.

Second Freedom Trail interview loved the idea for himself and his contacts travels, but for his employer, Freedom Trail, he thought a way would have to be found to guarantee the non-profit Freedom Trail would get the business from the ad over a bulk discount competitor that also advertises on the app.

Technical Entrepreneur class mate said: make more clear how you have a competitive advantage over the apps Swarm and Foursquare, who have millions of users, but no meaningful revenue.

If it becomes a real app, call them!

no - good as is - from Technical Entrepreneur class mate

Technical Entrepreneur class mate said: make more clear how you have a competitive advantage over the apps Yelp and TripAdvisor, who allow you when you check in to see where friends go - what is this apps distinction - make more clear.

Guarantee that the USS Constitution would receive the sale from their ad over a bulk discount competitor.

Technical Entrepreneur class mate said: make more clear the cost structure for investors/advertisers, and perhaps consider having the revenue stream include a contest.

Technical Entrepreneur class mate: make clear how this app is better than other well know networks and competitors, and how it would rank and evaluate more highly than those, to make it clear why we should use this app above all the others.

no - good as is - from another Technical Entrepreneur class mentor

## **Number of daily responses**

