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Passports-5 Customer Interviews

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Karen,

Please see below:

1.) Male, 31, Research Assistant at think tank in Washington, DC--> Indicated that this would be a great idea. As someone who loves taking pictures of his travels, he believes that sharing the information in real-time to let others know where he is at would be a great idea. In addition to his praises, he did indicate that the name of the application could be changed as he didn't think "Passports" was as appropriate based on the services provided.

2.) Male 34, Consultant, Washington DC--> He indicated that this would be useful as a means of letting your friends know that you are in the area. He would use it to passive aggressively let his friends know that he is in their area. He was not too keen on the idea of advertisements by local retailers as it clutter the page and hurt the user experience.

3.) Male 30, business school student, Chicago, IL--> He indicated that the application would not provide much value and that the same concept can be accomplished by facebook itself (on the personal side). However, on the professional front, he did indicate that there was no way to share photos and videos with your professional contacts. He thought the local advertisements were a good idea and a relevant way to bring in revenue. He also suggested that there should be a way to be able to only show certain photos/videos to personal contacts and certain photos/videos to professional contacts.

4.) Female, 29, health policy analyst, Washington, DC--> Loved the application and believes it could be a bit hit. Specifically, she loved the user interface of the application containing the globe that lights up in locations where your friends are currently located. Furthermore, she believed the advertisements from local stores makes sense and she thinks it will be successful with users. As for improvement, she also believed that she was worried that both personal and professional contacts would be able to see the same photos/videos and suggested having a way to filter who sees the post.

5.) Female, 29, lawyer, Washington, DC--> She thought the idea would be good as an add on to facebook or linkedin, but did not believe that it could be a viable long term business based off of local advertising revenues alone. She thought this is a good addition to Facebook, but that it was somewhat duplicative because Facebook allows you to check in at locations around the world to let other know where you are. She liked the globe idea interface serving as a central repository of information for where your friends are currently. Also suggested there may be issues between showing certain pictures/videos to personal vs. professional contacts.

-Will