

Customer Meeting Notes

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1. Do you want to be the one in control of the temperature, or should the system self-monitor the temperature?
 - Everyone wants both. Controlling but self monitoring if gets to too high of levels.
 - Have targets- if something is wrong, or automatic shut offs
 - What's already out there and what can you guide\
2. What is the intended battery life of the product? (How long should a single charge on the battery last for?)
 - Signal to tell when it's about to die
 - Moms have trouble remembering to do things (charge it)
 - What's possible between battery size and weight
3. How long do you normally use your stroller for?
 - Not all day- difference between people who live in the city and people who don't
 - Some people use all day, some people use for quick 30 minute walk
 - Weekends- 2 or 3 hours of use
 - Decide on target audience
 - On average- about 10 hours a week
4. What is your favorite feature of your current/most recent stroller? Why?
 - IT has big thick wheels, go off road, on street
 - Can handle various types of conditions- snow, rain
 - Takes up half of the car, very large- tradeoff
5. What is your least favorite feature of your current/most recent stroller? Why?
 - Doesn't have full protection- won't cover knees, feet
 - Not a good window to see her- not visible
6. What would attract you to buy a product like this over a normal stroller?
 - Does get cold and warm in Philly- temp control would be nice
 - Reassuring to parent, remove anxiety
 - Too many deaths of kids dying in cars, child can be more comfortable in stroller
 - Big game changer
 - Have to put water on to cool off- don't want to put child at risk
7. How long would you use the stroller for at a time (i.e. all day use, 30 minute walk, grocery shopping trip, etc.)?
 - Stay at home moms may use it a lot more
 - Sitting on porch in stroller
 - Nanny has the ability to take child wherever she wants
 - Can be a range of time
 - Will this create a barrier of interaction?
 - Want to protect child from heat, getting stung by bees
 - Will the design always be closed or would you be able to open- design consideration
 - Convertable
 - Quick access window

8. What is an acceptable cost for this stroller? (Typical: \$65 - \$350)
 - Realistically- probably \$500~\$1000
 - Josa buys used strollers for about ~\$150
 - Consider lifetime of product in price pointing

9. What type of maintenance are you willing to do for this stroller? (Ex. charging vs. replacing batteries, changing filters, etc.)
 - Maintenance isn't difficult for engineer
 - May be difficult for average mom, older nannies
 - Intuitive design (use simple colors and shapes)