



6105 Pelican Pointe #202
Columbus, OH 43231
614.301.2244
bcraft@starr360.com
www.starr360.com

Z-connector Survey Transcription

1

Introduction

This report is based on three separate surveys sent to twelve potential customers with the intent to better understand how potential Z-connector customers purchase and use mobile phones, mobile phone cases, and the Z-connector itself.

The first survey was administered without the customers knowing what they were actually going to be testing. This survey was structured to reveal consumer mobile phone and mobile phone case purchasing and usage tendencies.

The second survey was administered after each of the respondents received their Z-connectors. The Z-connectors they received were the complete case/connector/chain package which required no assembly. The customers were asked to use the Z-connector until a final survey was sent. This survey was structured to gather first perspectives of the product and packaging.

The third and final survey was administered three weeks after the respondents received their Z-connectors. This survey was structured to gain perspective as to how the product is received and used.

These 12 survey participants consist of 50% male and 50% female customers. most of the participants are 25 - 40 years of age, a few are under 21 (teenagers), and one was 21 - 24.

For the 2nd and 3rd surveys one user never received the Z-connector.





**Z-connector
Survey Transcription**

Table of Contents

Survey #1 Transcription	
Consumer Tendencies.....	3
Survey #2 Transcription	
Initial Impressions of the product.....	6
Survey #3 Transcription	
Impressions of the Z-connector.....	7
Survey #1 Wrap Up.....	9
Survey #2 Wrap Up.....	10
Survey #3 Wrap Up.....	11
Survey #1 Results.....	12
Survey #2 Results.....	27
Survey #3 Results.....	34



Survey #1
Consumer Tendencies

1. What type of mobile phone do you primarily use?

- Customers primarily use smart phones, but there are customers that still use basic/feature phones.
- It is safe to market strictly to smart phone users.

2. Do you consider your phone a fashionable item?

- Most customers consider their phone to be a fashionable item but a third of them do not.
- The Z-connector should be marketed as a fashionable AND functional security device that makes fashion and security statements.

3. What percentage of time do you think you have your phone in your possession?

- Most customers have their phone more than 75% of the time (a large portion having it 100%.)
- This information could help with how the Z-connector should function while at home performing mundane tasks.

4. Where do you primarily keep your phone while in your car?

- Most customers keep their phone in the cupholder while driving.
- If the customer keeps their phone on the left side of their body (pocket, clip, etc.) the chain may not be long enough to reach to the upholder.

5. Where do you primarily keep your phone when at home (awake)?

- Most customers keep their phones with them while awake at home.

6. Where do you keep your phone when at home (sleep)?

- Most customers keep their phones next to the bed while sleep.
- How will the Z-connector be disconnected from the person when they don't want to be "connected"?

7. Have you ever lost your phone?

- The majority of customers have never lost their phone, but a significant number have.

8. Have you ever damaged your phone?

- Most customers have damaged their phones, usually as a result of dropping it and a lot of times dropping it in the water.

9. Has your phone ever been stolen?

- Most people have NOT had their phone stolen.
- When marketing the Z-connector it would be best to focus on how it could save a phone from drops as misplacement and theft occur far less often. Misplacement should be featured however with theft being thrown in because of its scary nature.

10. Do you use a case for your phone?

- Most customers use cases for their phones.

11. If you answered "Yes" to the previous question, what primary purpose does your CASE serve?

- The majority of customers use phones cases for both protection AND fashion but almost just as many use them strictly for protection.
- The Z-connector could be marketed as functional and fashionable accompaniment to a cell phone case as well as the cell phone itself. This data also tells us that the Z-connector would be comfortable being marketed alongside cell phone cases.

12. Did you purchase the case?

- Most customers purchase their own cell phone cases.
- Z-connector can market directly to this survey's demographic.



Survey #1 (cont.)
Consumer Tendencies

13. Where was the case purchased?

- Most users purchase their cell phone cases at the same place the phone was purchased.
- Recommendations would be to try to sell the Z-connector where the cell phone sales are made and ultimately try to get a deal where the Z-connector could be added as a bundled item when a phone or case is purchased.
- Only one customer bought their case online. People tend to buy cell phones and, subsequently cell phone cases offline.

14. What type of case do you have?

- About the same amount of customers use soft silicone cases that use hard plastic cases with the slight edge going to the soft.
- If the Z-connector, in its current iteration, is only usable with a soft case, a significant amount of the customer base will be untapped.

15. What type of case do you prefer?

- Even though more folks have a soft case, more people prefer a hard case, even though it is close.

16. What color case do you prefer?

- 50% of the customers prefer a black case but the other 50% were everywhere else. No one prefers a white cell phone case.
- Customers clearly care about how their cases look so care should be taken to get them a case that they will actually like. Failure to get them a case that they like may sabotage their idea of the Z-connector.

17. Does the brand name matter when purchasing a case?

- The brand name of the cell phone does not matter to most customers.

18. How much did your case cost?

- Half of the customers paid \$20 for their cell phone case. A significant amount paid only \$10 and a couple of customers paid \$30.
- The pricing of the Z-connector and the customer's comfort level with it may be directly tied to what they expect to pay for a case.

19. How often do you shop online?

- Most customers shop online often to very often.
- There is an opportunity to have success selling the Z-connector online.

20. If you shop online, how often do you actually make purchases online?

- Customers do make purchases more than half of the time if they shop online.
- There is an opportunity to have success selling the Z-connector online.

21. If you shop online, what do you tend to purchase online?

- Customers purchase a wide variety of products online.

22. Would you be willing to purchase a cell phone case online?

- Most customers would be willing to purchase a cell phone case online. The customers who were not willing to purchase a case online cited that they needed to actually "feel" the product before making a purchase.
- It shouldn't pose a problem for most customers to purchase the Z-connector online, but there will be a significant amount of customers that will not consider making an online purchase because of the "feel" factor.

23. Do you regularly watch QVC or the Home Shopping Network?

- All but 1 customer watches QVC or the Home Shopping Network.

**Z-connector
Survey Transcription**

Survey #1 (cont.)
Consumer Tendencies

24. If you watch a home shopping channel, have you ever purchased anything from it?

- The one customer that watches home shopping channels has never actually made a purchase.
- Home shopping channels may not be a viable option for selling the Z-connector.

25. What type of jewelry do you wear?

- Most customers wear some sort of jewelry with the majority of them wearing bracelets. Chains, rings, and earrings are worn, but seem to be dependent on sex.

26. When you see a chain hanging from a persons pocket, what do you think?

- The majority of the customers associate pocket chains with skaters and bikers. Some associate pocket chains with fashionable trends and some associate it with negative trends.
- Z-connector's challenge will be to convince potential customers that the connector IS a fashionable product for everyone.



Survey #2

Initial Impressions of the product

1. At first impression, before you opened the package, what did you think the Z-connector was?

- Answers to this question varied somewhat with most customers thinking that it was just a cell phone case.
- The varied responses may prompt a more focused case design that showcased the actual product more clearly or showed more recognizable photos of the product being used.

2. If you saw this product on a store shelf, what would you do?

- Half of the customers would ignore this product on a store shelf while the other half would examine it further.
- A more focused package design that showcased the actual product more clearly or showed more recognizable photos of the product being used may help in garnering more attention. Keep in mind that the package was not tested within a retail environment.

3. If you would further examine the Z-connector packaging, do you think that you would contemplate purchasing it?

- The customers who would further examine the product would contemplate purchasing it. (All but one customer responded to this question which was supposed to only be answered by people who would further examine the product, therefore I am making the assumption that the customers who would further examine the product would also contemplate purchasing it.)
- This indicates that if the Z-connector is successful in getting the customer to look at the product, there is a good chance the customer will think about making a purchase.

4. What would you honestly expect to pay for this product?

- All customers would expect to pay \$19.99 for this product.
- This strengthens the argument that customers probably would not purchase the Z-connector for more than they would spend for a cell phone case.

5. Before opening, did you actually read anything on the package?

- The majority of the responses indicated that they did not read anything on the package.
- The attention span of today's consumer allows for light skimming on all identity pieces whether it be a website or a package. Based on this question, consumers open the package to see what they got and don't care too much about what is on the package. The customers who did read the package found the information informative. One only looked at the pictures.

6. How was the process of opening the package?

- No one had too much difficulty with opening the package.

7. Out of the package, was it clear how the product was supposed to be used?

- Once opened, the customers did not have any issues as to how the product was supposed to be used.

8. Once out of the packaging, what was your initial impression of the product as a whole?

- The majority of the customers were unimpressed or neutral about the Z-connector product. Some reiterated that use of the product was not apparent enough.
- A suggestion would be to find better, more streamlined packaging that presented the connector in a more showcased light.

9. In its current configuration (case, chain, connector) did you feel as if you needed instructions?

- The customers did not need instructions as to how to use the product.

10. If you have any additional observations regarding your INITIAL impressions of the Z-connector, please write it here.

- Refer to the accompanying Survey Summary for responses.



Survey #3
Impressions of the Z-connector

1. How do you wear your Z-connector?

- Responses were equal across the board between pocket-chain outside, pocket-chain inside, purse, and not wearing it at all.
- Write-in responses were all to indicate that they do not wear the Z-connector because they didn't like it for various reasons. "I do not wear it" was not a choice.

2. When using the Z-connector, did anyone ever inquire about it?

- Half of the customers had people inquire about the Z-connector while wearing it.
- Since it is such different product, people will ask about it while in use. Steps need to be taken to make each user a brand advocate. This means that the user of the Z-connector becomes a salesperson when using it and especially when asked about it. This can be accomplished by taking special care of early adopters.

3. After using the Z-connector for some time, could you see yourself purchasing it in the future?

- The majority of customers would not consider purchasing this product in the future.
- Reasons given for not purchasing the Z-connector revolve around things that are inherent to the product and its use and cannot be easily altered or changed. On the flip side 4 out of 11 users said that they would consider buying the Z-connector going forward which is a pretty good number as it is almost a 50% retention.

4. How much money would you expect to pay for the Z-connector package you received (connector, chain, & case) after using it for a while?

- After owning the Z-connector for a while customers were split between expecting to pay \$19.99 as indicated when they first received the product, and less than \$19.99.
- Customers want to get what they pay for. If a customer pays for a product but feels as if they payed too much for it after using it, that customer may never be a customer again. Consumers appreciate value, whether it be equal value or a bargain. If the price point is above \$19.99, steps need to be taken to further indicate the products heightened value.

5. Where would you go to purchase the Z-Connector?

- The majority of customers would go to a mobile phone store to purchase the Z-connector. Not too far behind were mobile phone accessory stores and the Z-connector website, and Amazon.com.
- In addition to the website the Z-connector has to be sold at mobile phone stores and phone accessory stores. Amazon.com placement would also be a smart move since people trust purchasing items from there.

6. What do you use your Z-connector for?

- Customers use the Z-connector for protection/security or for both protection/security and fashion. No one uses it strictly for fashion.
- Even though the Z-connector is seen to be a fashionable device, it is not fashionable enough to stand alone as a fashionable item. If the usefulness of it is lost, the product will not be used anymore.

7. If you wanted a different chain would you purchase one?

- The majority of customers stated that they would purchase a new chain if they wanted a different one. Most of these people would look for this new chain on the internet.



Survey #3 (cont.)
Impressions of the Z-connector

8. Would you be comfortable installing a Z-connector (in its current iteration) onto your own mobile phone case?

- Customers were split between being comfortable and not being comfortable installing the Z-connector onto their own mobile phone cases.
- Time may be taken to make people more comfortable with the idea of installing the Z-connector onto their own case. Friendly information graphics could show users how easy the installation is.

9. When using the Z-connector, did you keep the chain on the case at all times?

- Customers were split between keeping the chain on all of the time and taking it off from time-to-time.
- Taking the chain off and putting it back on frequently can pose its problems. The process of taking it off and putting it back on should be made as easy as possible.

10. After receiving the Z-connector, did you use it on your mobile device?

- The majority of the customers did use the Z-connector on their mobile devices when they first received it. The couple that never used it did not use it because of cosmetic reasons.

11. Are you still using the Z-connector?

- All but one customer is still using their Z-connector.
- The stated benefits of the Z-connector were not enough to outweigh the slight gripes and quips about it. Something has to be done to make sure at least 40% of users keep using the product beyond 3 weeks.

12. If you are NOT still using the Z-connector or plan to stop using it soon, please tell us why?

- Answers varied widely from wanting different cases or chains, to not needing it at all. A couple of customers cited "snagging" as an issue behind why they do not use it anymore.
- Since this product incorporates 3 different entities there is a high chance that one of them will pose a problem or not appeal to different customers. Customers are taking what they receive in the package as the "Z-connector" so if there are issues with the case it's Z-connectors issue. Same goes with the chain.

13. If you have any additional comments/ideas/requests regarding the Z-connector, please write them here as your feedback is invaluable.

- Refer to the accompanying Survey Summary for responses.

14. Do you have a Facebook page?

- The majority of the customers have Facebook pages (9 out of 11).

15. If you have a Facebook page, would you consider "Liking" Z-connector's fan page?

- 6 out of 9 people would consider liking the page, but only 1 customer actually did.
- Facebook "liking" is not an automatic action for Facebook users and they will definitely not like something "just because". Facebook "liking" should not be used as a viable indicator of product appreciation.

16. Do you have a Twitter account?

- The majority of the customers have Twitter accounts (9 out of 11).

17. If you have a Twitter account, would you "follow" Z-connector?

- A little more than half of the customers would not follow Z-connector on Twitter.
- This can be an assumption that the Z-connector brand may not having anything to say that would interest this user base.



Survey #1 Summary

- It is safe to market strictly to smart phone users.
- The Z-connector should be marketed as a fashionable AND functional security device that makes fashion and security statements.
- Most users have their phone on their person most of the time but they only need it for security reasons when they are out and about.
- Most customers put their phones in the upholder while in the car. If the customer keeps their phone on the left side of their body (pocket, clip, etc.) the chain may not be long enough to reach to the upholder.
- Most customers have damaged their phones, usually as a result of dropping it and a lot of times dropping it in water. Future marketing pieces should feature how the Z-connector can protect from costly drops. Not as many people have lost their phones or had them stolen, even though these too can be used in marketing pieces.
- The Z-connector could be marketed as a functional and fashionable accompaniment to a cell phone case as well as the cell phone itself. The Z-connector could also be marketed alongside cell phone cases.
- Since cell phone cases are primarily purchased where cell phones are sold, the Z-connector should be sold there too.
- If the Z-connector, in its current iteration, is only usable with a soft case, a significant amount of the customer base will be untapped.
- Customers clearly care about how their cases look so care should be taken to get them a case that they will actually like.
- The pricing of the Z-connector and the customer's comfort level with it may be directly tied to what they expect to pay for a case (about \$20).
- There is an opportunity to have success selling the Z-connector online as most of the customers shop online often.
- It shouldn't pose a problem for most customers to purchase the Z-connector online, but there will be a significant amount of customers that will not consider making an online purchase because of the "feel" factor.
- All but 1 of the customers watch QVC or the Home Shopping Network.
- Z-connector's challenge will be to convince potential customers that the connector IS a fashionable product for everyone.



Z-connector Survey Transcription

10

Survey #2 Summary

- A more focused package design that showcases the actual product more prevalently or shows more recognizable photos of the product being used may help possible customers to decipher what the Z-connector is.
- If the Z-connector is successful in getting the customer to look at the package, there is a good chance the customer will think about making a purchase.
- All of the customers would expect to pay \$19.99 for this product. Not \$29.99, and not \$39.99.
- The attention span of today's consumer allows for light skimming on all identity pieces whether it be a website or a package. Consumers open the package to see what's inside and don't care too much about what is on the package.
- The customers did not have any issues as to how the product was supposed to be used once the packaging was opened.
- Going forward, a more customized package that more effectively showcases the product may aid in boosting initial impressions of the Z-connector.



Survey #3 Summary

- Since it is such different product, people will ask about the Z-connector while in use. Steps need to be taken to make each user a brand advocate. This means that the user of the Z-connector becomes a salesperson when using it and especially when asked about it. This can be accomplished by taking special care of early adopters (deals, coupons, events, etc.)
- The majority of the customers would not consider purchasing the Z-connector going forward.
- Reasons given for not purchasing the Z-connector revolve around things that are inherent to the product and its use and cannot be easily altered or changed. On the flip side 4 out of 11 users said that they would consider buying the Z-connector going forward which is a pretty good number as it is almost a 50% retention rate.
- Customers want to get what they pay for. If a customer pays for a product but feels as if they payed too much for it after using it, that customer may never be a customer again because they may feel that they were fooled. Consumers appreciate value, whether it be equal value or a bargain. If the price point is above \$19.99, steps need to be taken to further indicate the products heightened value.
- In addition to the website the Z-connector has to be sold at mobile phone stores and phone accessory shops. Amazon.com placement would also be a smart move since people trust purchasing items from there.
- Even though the Z-connector is seen to be a fashionable device, it is not fashionable enough to stand alone as a fashionable item. If the usefulness of it is lost, the product will not be used anymore.
- Time may be taken to make people more comfortable with the idea of installing the Z-connector onto their own case. Friendly information graphics could show users how easy the installation is.
- Taking the chain off and putting it back on frequently can pose problems. The process of taking it off and putting it back on should be made as easy as possible.
- After 4 weeks, all but one customer is still using their Z-connector.
- The stated benefits of the Z-connector are not enough to outweigh the slight gripes and quips about it. Something has to be done to make sure at least 40% of users keep using the product beyond 3 weeks.
- The "connector" itself is innovative and cool, but the case and chain are hit and miss because of the subjective nature of the consumer. If a customer does not like the chain, they do not like Z-connector. If they hate the case, they hate Z-connector.
- In general, the customers liked the Z-connector concept but had issues with various parts of its components.