

Working On The Go Survey

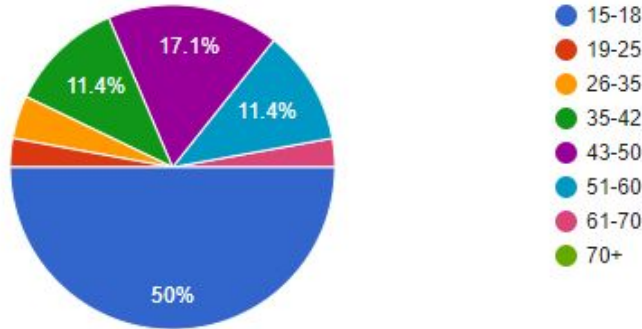
By: Declan Ruiz and Zach Shellhorn



Age?

Age

70 responses



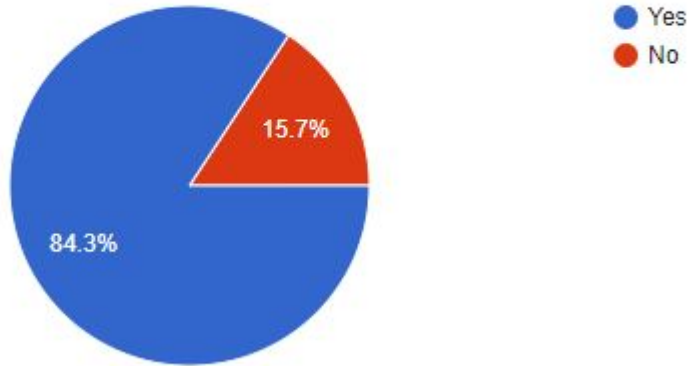
- The majority of our survey population, 50%, is between the ages of 15-18 which means they are in high school.
- We also have a handful of our population, 40%, being in the ages of 35-60 which means the working class or have work experience.
- We have nobody over the age of 70.
- We asked this question to see how many of our respondents at certain ages had jobs and/or were in school. However, this information isn't the most important to us.



Do you have a job?

Do you have a job?

70 responses



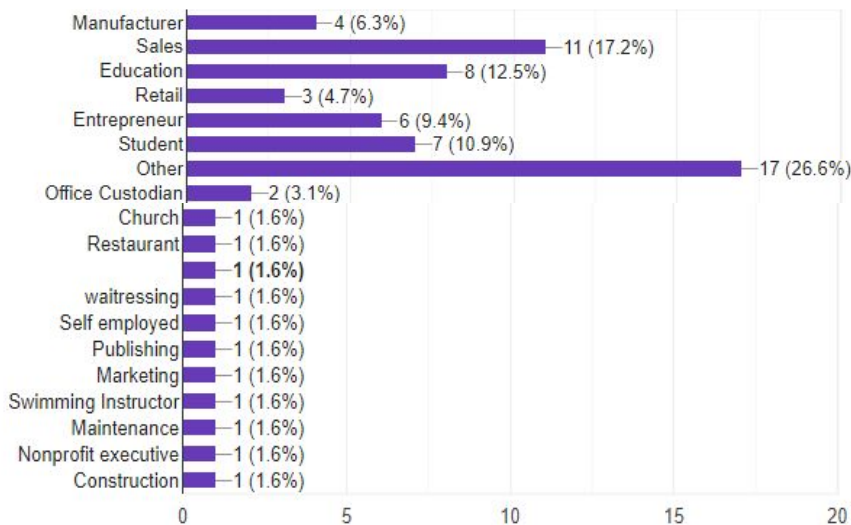
- The majority of the population, 84%, that we surveyed has a job.
- This question we asked was important because if one isn't working then the chances of them buying our product is slim to none.



If yes to the question above where do you work?

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64 responses



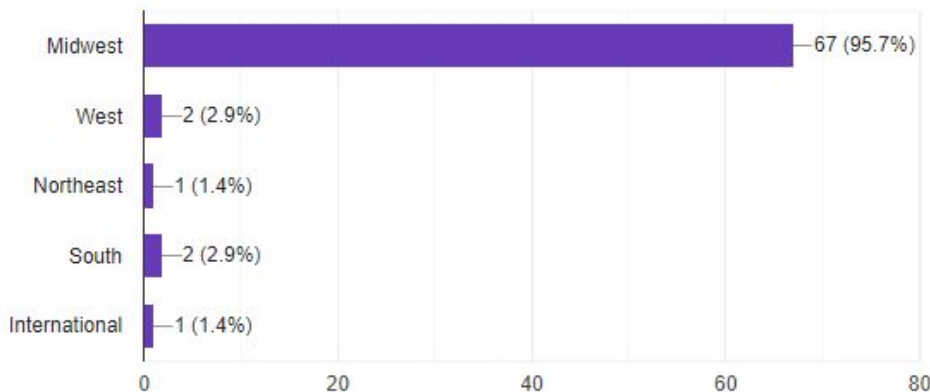
- Most of our surveyors are in sales, education, or entrepreneurship.
- These are our ideal target audience along with students.
- It was important to see the career fields that people work in to know if they would be in need of our product.



What region(s) of the world do you work/live?

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70 responses

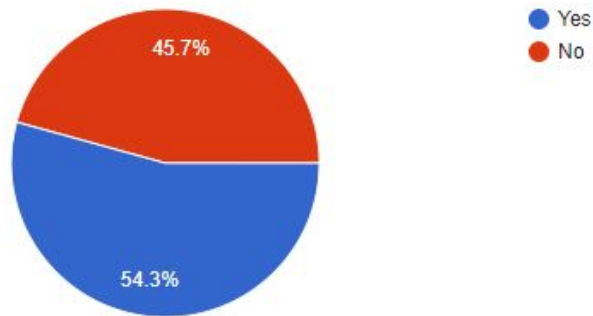


- As of the 71 responses we have right now 95.7% live or work in the midwest.
- Some of our respondents chose more than one location because they travel. This was important to consider because those who travel will need something to stay organized and work efficiently when they get the chance to work.

Are you a student?

Are you a student?

70 responses



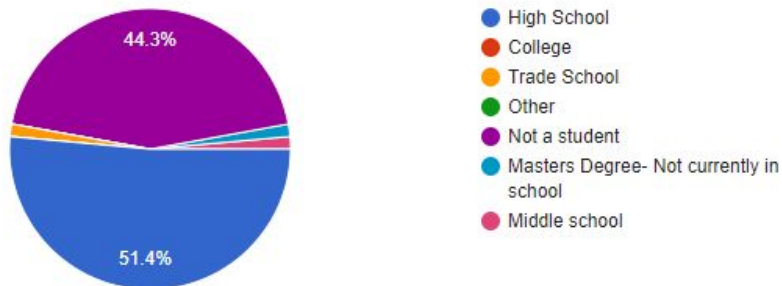
- Those who have aren't a student vs being a student is almost 50:50.
- Students just like those who work are an important form of data for us because being a student can be considered a full time job. Plus, students will be traveling from school, to their classes, then home, or the library, etc.



If you are a student...

If you are a student

70 responses

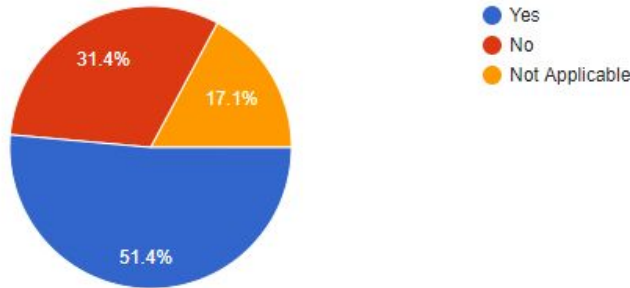


- Of the 54% of surveyors that said that they are a student 51% of them are in high school. The rest of the surveyors are not a student.
- This wasn't the most important information because all of the options listed make people of age able to take their work with them to and from different locations a day.

Do you take your work with you when traveling for pleasure or business?

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70 responses



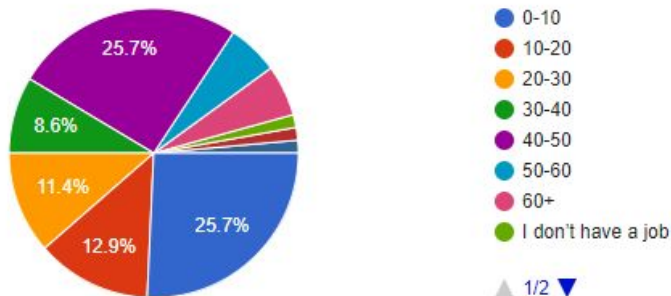
- Most people that have a job will take their work with them on the go or on vacation. Over 50% said that they take their work with them whether it's work or vacation.
- Therefore this is a plus for us when it comes to continuing with our problem we are attempting to solve.



How many hours do you work a week?

How many hours do you work in a week?

70 responses

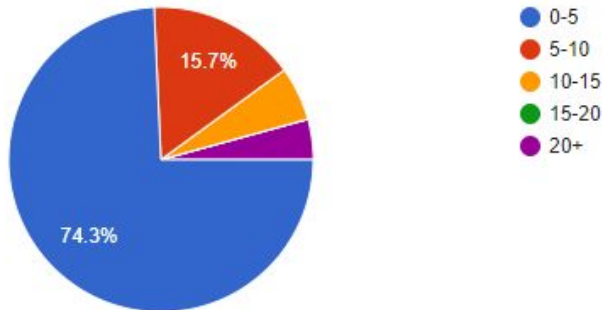


- Most high school students work 0-10 hours because they either work few hours or don't have a job.
- The majority of those that are out of college and working a "traditional job" work between 40-50 hours a week.

How many hours do you work overtime in a week?

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70 responses

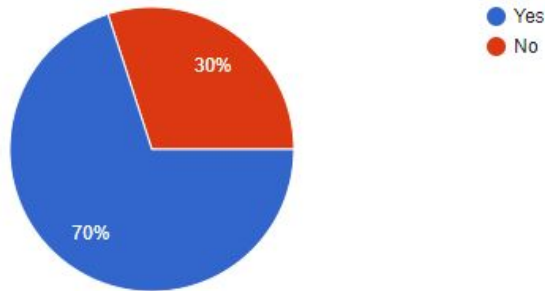


- Nearly everyone that is working works overtime. Which means that they are need of a product to help them work more efficiently.

Have you ever bought a product to help you work more efficiently when you are working on the go?

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70 responses



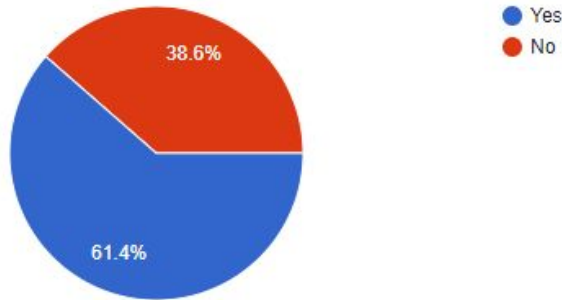
- 70% of people believe they have bought something that has helped them work more efficiently.
- This means the market is open if we make something worthwhile.



Did that product accomplish the standards that it was meant to achieve?

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70 responses



- Of the 70% who bought a product that they believed helped them work more efficiently, only 61% of them believe that it actually helped. The rest said it didn't meet their needs and accomplish what they hoped.
- This means that there is an open market which means it is important to make something that actually works.



What are some of the appealing features that you have seen when using products, when you are working on the go?

- Holds a laptop
- Quality seemed higher the more expensive the item was
- Light weight
- Cheap
- Easy to use
- Efficient
- To help show other how to improve
- Portability
- Durable wheels
- Extra pockets / lots of storage space
- *This is important to consider because these are the things that people like and would want.*
- Charging station/hot spot/ internet/external drives
- Work top for laptop/tablets
- small/portable
- Simple
- Back pack
- Durable
- Unlimited space on phone
- Reliability



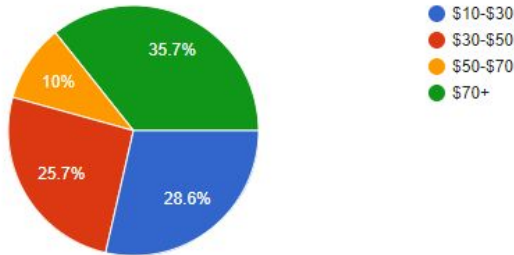
What are some negative features that you have seen when using products, when you are working on the go?

- Bulky
- Cheap
- Small pockets
- Breaks easy/Fragile
- Poor quality
- No portable charger
- No work surface
- Too heavy
- Too big
- Not big enough
- Not portable
- Too expensive
- Inefficient
- Not easy to use
- Not enough space to store stuff
- Annoying to carry around
- Not comfortable
- Not reliable
- Not secure
- Batteries don't last long enough
- *This is important but the data we gathered was expected. Therefore, this data wasn't as important as some of the other.*

How much would you be willing to pay for a product to help you work more efficiently?

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70 responses

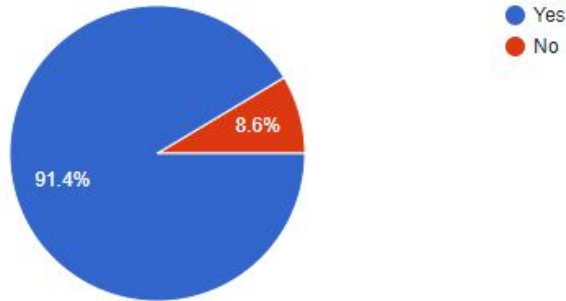


- The majority of the population said they would pay \$70+
- But a lot of people are on the cheaper end / middle of the road.
- It'll be interesting to see how this data changes if/when we get more survey results.
- This isn't the most important data as of now because the data is varied. Maybe once we get more results this data will be more useful. But for now people have been saying as long as it is fairly priced

If a product was made to help you work more efficiently on the go, would you buy it?

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- 91% said if we made a product to make their work on the go become more efficient they would buy it.
- This proves that there is a problem and there is a demand for a product.
- Because time is money and if people can get more done in the same time that means more money.
- This is the most important data we gathered because if this data was the opposite of what it is we would have to restart because their wouldn't be a demand or a problem.



If you bought a product to help you work more efficiently on the go, what are some features that you would want to see implemented?

- High quality
- Fair price
- Sturdy
- Efficient
- Convenient
- Can charge devices
- Portable
- Light weight
- Store materials but not too heavy
- Work space
- Dependable
- Easy to use/ cut down time of work
- Easy access
- Internet, Wifi, & hotspot access
- Low cost
- Durable wheels
- Compact but expands
- Size, looks, capacity, comfort, durability
- Voice recognition
- Easy to maneuver
- Multi-functioning
- Less bulky
- Tracker
- Ergonomic
- SAVE TIME BECAUSE TIME IS MONEY
- *This is important to consider when making our product but it's going to be very hard to meet all of these needs. But it is important to consider all these features.*