

MEMO: FINDME TECHNOLOGIES

Research Questions:

FindMe Technologies are interested in the viability of what could become its first holistic product: a wearable device for pets. Questions include:

What exciting features can pet owners come up with that are not yet available and can potentially be built into the concept?

- Initial reaction on features and ideas around aesthetic elements
- Other desirable functions they have not yet considered.
- How might consumers use this product on a daily basis?

Methodology Selected

Methodology	Description	Geographies	Deliverable
Focus Groups	Six groups of 12 category users	Two West Coast cities Two East Coast cities Two Midwest cities	Report

Justification

This is a good method to use for the research project because FindMe Technologies, Inc. is interested in exploring features of a potential fitness and GPS tracker for pets. They would like to gather initial reactions to a few features and design elements but are also interested in device functions that have not yet been considered. FindMe Technologies also wants to know how consumers might interact with the product on a daily basis.