

# Example Report

**Tip for Quick Scrolling:** Important Points Are In **RED**

## Product Description Refined with Venture Validator:

**Customer:** U.S. interstate travelers

**Problem:** Interstate road travel is boring, and paper travel guides don't meet the needs of 21st-century travelers

**Solution:** A U.S. Interstate travel audio tour guide app

Routopia is a **free** "info-tainment" app that lets US Interstate travelers listen to fun and interesting information about cities, towns, and places of interest as they drive. It alleviates travel boredom.

Just download the free Routopia app, turn on mobile phone locations services, then drive and listen hands-free. You can listen to your mobile music and the Routopia app will pause your media to chime in with interesting facts. The app knows where you are, and automatically plays the audio tour guide as you drive. You will hear about 6 audio segments per hour. Audio segments average 2 minutes in length.

**Listen to this interesting sample segment:**



[\(Click to View\)](#)

**A digital coupon wallet provides discounts for products and services along the way.**

The Routopia app also notifies you of approaching rest stops. The app has content for all US Interstate highways and even works in areas with no cell service.

Now you can drive long distances without boredom and save money along the way. Routopia's free Interstate travel tour guide app makes road travel fun, interesting, and entertaining for all ages!

**Cost:** The app is free when supported by 8-15 second ads that play before each audio segment. Ads can be removed by upgrading to a premium subscription.

## Target Market Demographics:

**We have collected 146 responses and after using our proprietary filtering techniques to weed out survey gamers and those who are not in the target market. We have narrowed the results to 50 people who are in the target market.**

**Gender:** Of the 50 people in your target market 56% are Female and 44% Male.

**Age:**

**18-28 37%**

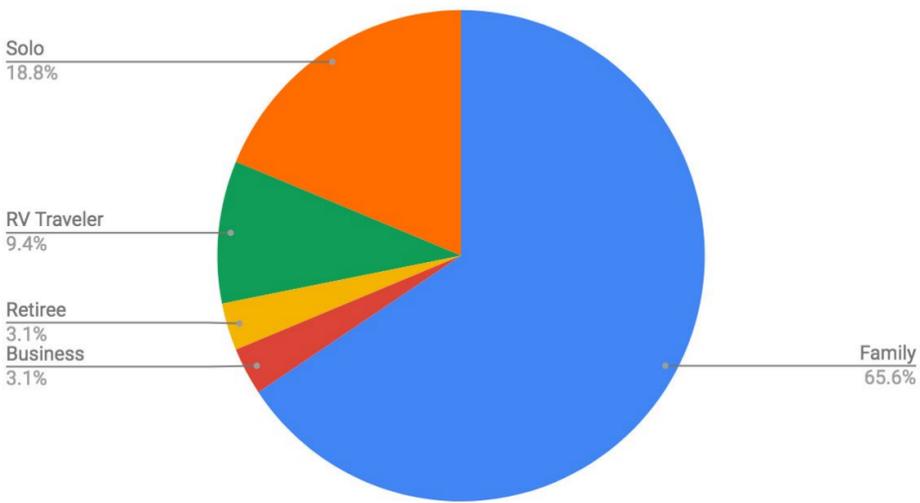
**30-44 37%**

**45-60 17%**

**60+ 9%**

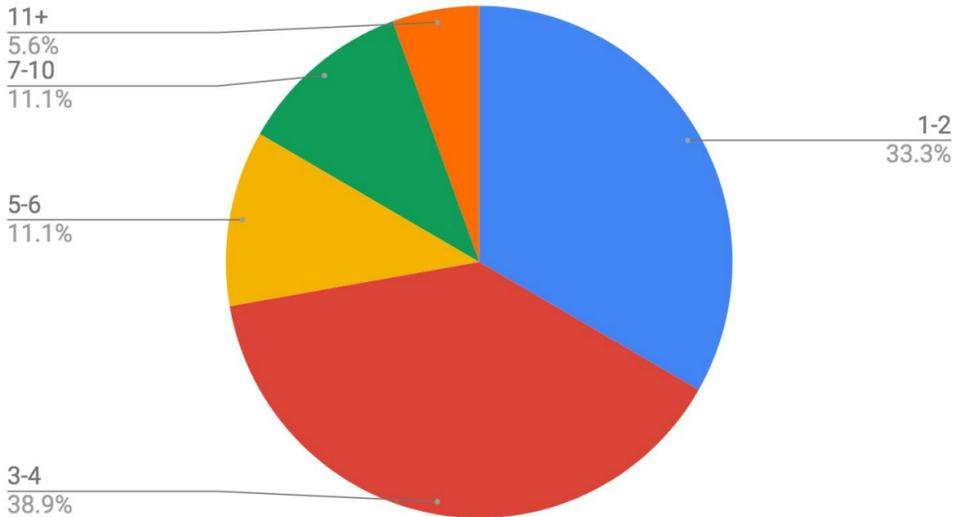
**Below is a graph representing the type of traveler who made it into the target market:**

Type of Traveler



**Below is a graph that shows the number of road trips target market respondents take.**

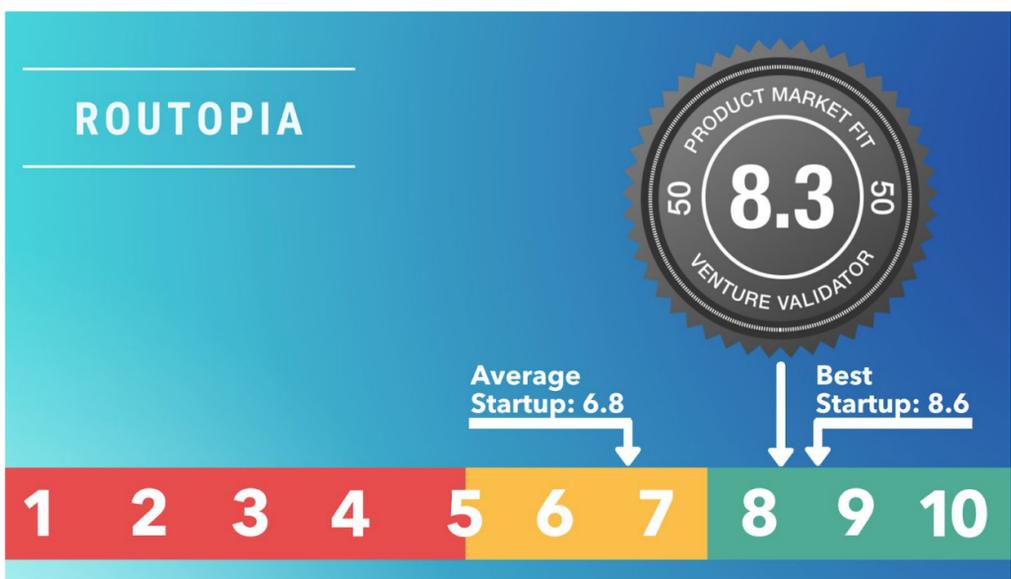
How many road trips do you take per year?



## Product/Market Fit Score:



## Pitch Deck Slide:



## Qualitative Feedback

On the following pages, you will see the data on what people in the target market like, dislike, and what they want to change. Common statements are categorized into themes. When responses fit multiple categories, they are duplicated so that the frequency is shown in the histogram. Ideas that appear more frequently are of greater importance.

## What the Target Market Likes:

Responses under this section reflect the value proposition. Popular categories in these responses can become the basis for your marketing message.

What Customers Like (Frequency Chart)



Learn Interesting Facts
Learning more about the area I'm traveling through!
It seems easy to use. I would like it during long car trips for entertainment. It's always interesting to find out info about different parts of the country.
its unique...interesting..informative and fun...A real knowledge and conversation piece
My family and I love facts and stories like this.I would definitely be happy to learn more about the areas where I'm traveling, and I would like my kids to as well. Very neat!
To learn new information
While driving long distances I always wonder about the places I'm driving through, this app will give me the opportunity to learn bits of history and trivia as well as make long trips more interesting.
Interesting facts provided about the area
I like it because I get bored while driving by myself and this would be entertaining for me.
I never know about the area in different states.
Interesting facts provided about the area
Information
Facts that are interesting could give you something to think about rather than the boring interstate road.
Unique for traveling
Facts about cities
It's interactive and user friendly
Engaging
Seems like an easy, logical way to stay entertained while driving long distances
I love information, and sometimes when I'm driving, I don't get to notice everything around me. I'd be aware of anything that seems interesting to take a worthwhile stop or future trip that my family would enjoy. I love that you integrate general information and history, so it's a way to learn about the unique aspects of an area that might go unnoticed or that I probably wouldn't remember to look up later (once I arrive at my destination). I also love that it will allow you to run simultaneously with music, because I'm always listening to music when I drive.
I enjoy road trips but on the interstate I feel like I drive through areas without getting to know them at all.
I love the kind of trivia-type knowledge it could teach me about when going to new places.
I like hearing the history and info of an unfamiliar place. I would use it for the entertainment instead

of music or talk radio.
I like the use in no-service areas, and as I have been on long road trips in the past going past ghost towns and such, it would be cool to learn about them.
I never know about the area in different states.
I love the information it provides.
Interesting facts while driving through boring interstate.
I like how I can learn about all the places I'm seeing as I drive. It's like an interactive podcast/museum as you drive. I would use because I enjoy history and learning about the places I see on my trips
Love hearing about the area I'm traveling through.
<b>Find Adventures</b>
I never know about the area in different states. It gives you ideas.
Show things to do in the area.
I like that it could offer insight to places pass through that could lead to adventure.
I'd be aware of anything that seems interesting to take a worthwhile stop or future trip that my family would enjoy.
<b>Listen to Music Simultaneously</b>
Driving and listening to the info & rest stop notifications
I also love that it will allow you to run simultaneously with music, because I'm always listening to music when I drive.
Like that it would be able to play from my music library, and the interesting facts seems like a great idea. It would also be nice if you were able to chose the frequency of these interesting facts.
<b>Rest Stop Notifications</b>
I enjoy the update on rest stops.
Knowing when rest stops are coming up.
Driving and listening to the info & rest stop notifications
<b>A Conversation Starter</b>
its unique...interesting..informative and fun...A real knowledge and conversation piece
Conversation starter
Interesting facts while driving through a boring interstate. Great way to start a conversation with co-pilot.
<b>Get Coupons</b>
I like the Coupons feature
I love coupons

## What the Target Market Dislikes:

**Responses under the Dislike category give you insights on customer objections.**

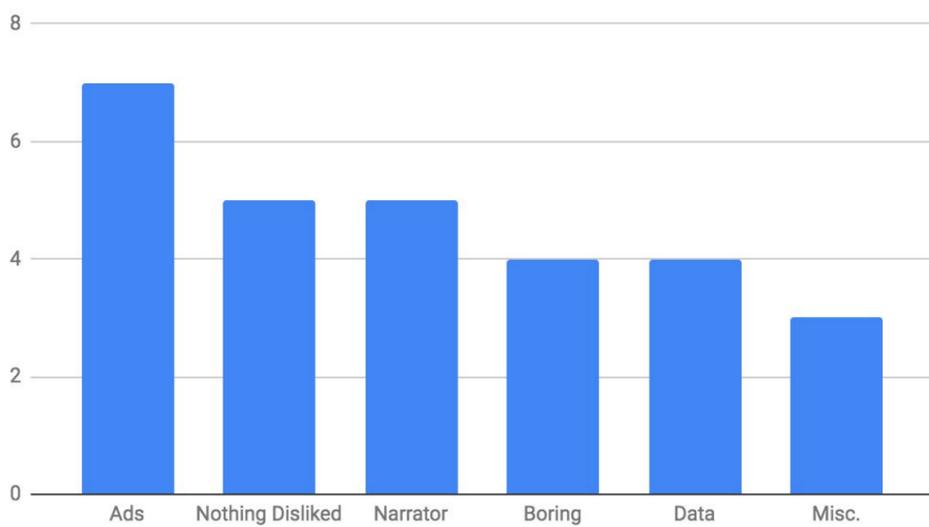
**When there are common themes in the Dislike category:**

Use discretion before implementing the feedback. Do not try to be all things to all people. Implement the feedback by changing your Idea Description and doing some interviews to see how it reflects in your Product/Market Fit Score.

**When there are no common themes apparent in the data, this can suggest one of two things:**

1. You've really found product/market fit and there is nothing obvious to dislike about your solution.
- or
2. Customers need to see a more in-depth demonstration through focus group testing/beta testing to give specific negative feedback.

### Dislike



<b>Ads</b>
I probably wouldn't like the ads that play first, so I would upgrade.
That you need to watch an ad each time you use it.
The ads
Ads are always annoying. But depending on how expensive the premium subscription is, that might be worth paying for.
Possibly the ads before all audio clips but depending on the premium charge that wouldn't be a big deal.
Audio ads would get pretty annoying.
The second I hear an ad on the radio I have a tendency to switch stations.
<b>Nothing Disliked</b>
Can't think of anything.
I like it and would use it
I'm not sure.
Not sure
I don't know yet.
I don't think there is any reason for me to not like the app and not use it.
<b>Boring</b>
Not super exciting, just facts.
If the information is redundant or boring I might want to skip it.
Possible that it would be kind of a novelty that could wear off before too long.
It would tell me the same stuff every time.
<b>Narrator</b>
The narration could be more entertaining.
I found the delivery of the information to be a bit dry and I'm worried that after a while I will want to turn the app off.
The voice is boring.
The voice may get boring or annoying.
I dislike how there's only one voice.
<b>Data</b>
Well - I'll already likely have my navigator app running (I use Waze) and probably music or a podcast. If this is running too - that's a battery and data suck. Can it be integrated into navigation apps?
Uses too much data.
It can take a lot of data.
The long ads most likely eating up my mobile data.
<b>Misc.</b>
The pitch video wasn't spectacular but I would try using it

It may be distracting.
I don't like how short the episodes are.
The ad at the beginning was slightly confusing and the narration could be more entertaining.

## What the Target Market Would Change:

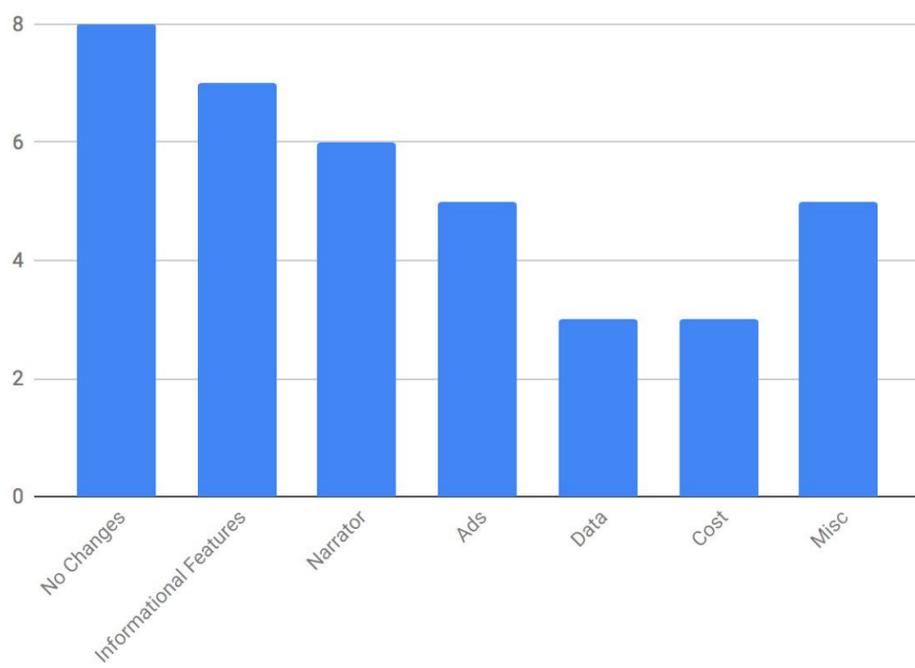
Responses under the Change category often fall across a wide spectrum.

If there is a strong consensus under the Dislike category, there will often be a consensus on what needs to change.

If there aren't obvious trends in the Dislike category, there is rarely a trend in the Change category.

**Caution on Pricing:** Be aware that when customers can't identify an important area of improvement, they sometimes revert to the simple suggestion of offering your service at a better value. They may suggest "make it free", or "make it cheaper", etc. but keep in mind that just because customers want to pay less does not automatically mean they aren't willing to pay your current price. Aside from doing a price analysis or a landing page smoke test, you can always try lowering the price in your Idea Description and getting a new Product/Market Fit Score. If the score goes up, keep the new price. If the score remains the same, don't lower the price.

Changes



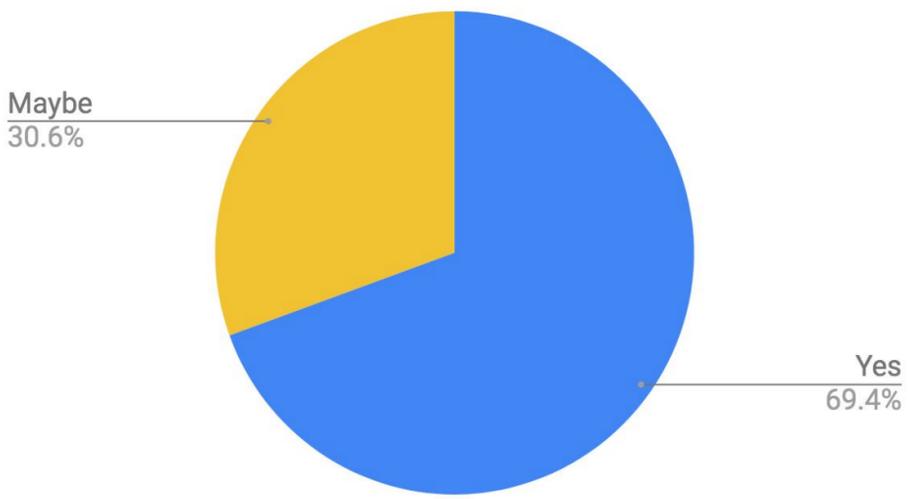
No Changes
I like it as is if it performs as described
Nothing I can think of.
I can't think of any way to improve on it..it already seems perfect
nothing
Not much
not sure
not sure
Not sure
Information Features
Maybe shorten the interesting facts or break them up, so it isn't so much information all at once
I would want to shut it off if I don't want to use it. I would also like to know, in addition to rest stops, if there are "points of interest" or places I could pull over to learn more, take a picture, or just enjoy the view (i.e. scenic overlook, wildlife viewing, historic sites, visitor centers, etc.)
Maybe mention mile markers when pointing something out
Maybe an option to adjust how many audio clips per hour.
Ability to choose which segments to play, i.e. historical, cultural, food, gas, etc.
Building an interesting profile for the user, so that when they are traveling through cities with more audio segments than most, it will play the most relevant ones first.
Have more episode options for buildings or towns or landmarks. Like the first episode could be the basic info about a place but then maybe there are more episodes about local legends, deeper history about a specific area, etc.
It would be cool if you could integrate some way to store route info content I've already heard and provide different information the next time I travel that same route, or else, I might forget to otherwise use it on the next trip. Redundancy would get annoying quick.
Narrator
I would change the voice of the person giving the information. At best, having a variation of people reading the information will keep it from becoming too boring.
More options for the audio would be nice.
have different voices
add stories about areas, narrator interaction.
have a variety of different audio voices
I would add different voices/languages.
Ads
Maybe require to watch multiple ads so that the user does not have to watch an ad each time the app is used
remove ads
No irrelevant ads. Maybe let local businesses advertise (like restaurants) to drivers passing through
The ads not using mobile data, or very little mobile data.
I would go with visual adds as much as possible and try to keep audio adds to a minimum. Maybe add in some premium features that include finding low gas prices to keep adds at a minimum.
Data
The ads not using mobile data, or very little mobile data.
Concerned about data usage in rural areas. Would I get anything if I have no data connection on my phone?
I'll already likely have my navigator app running (I use Waze) and probably music or a podcast. if this is running too - that's a battery and data suck.
Cost
If the initial app is appealing, what would be the cost of the premium.
Make it Cheaper
Depending on the \$ amount to remove the audio ad, it might deter me from using it. Free app would be a good way to try it out, but will get annoying pretty fast.
Misc.
Not sure how this would work if using a mobile app for directions, would the audio segments interrupt the directions? If so it would be a potential problem.
I travel on some routes multiple times a year, and I wouldn't want to hear the same information multiple times, so if I turned it on at the beginning of a trip on a route I hadn't heard about, that would be one thing, but I don't see necessarily stopping and remembering to open it for a different leg of the trip.

# Price Analysis

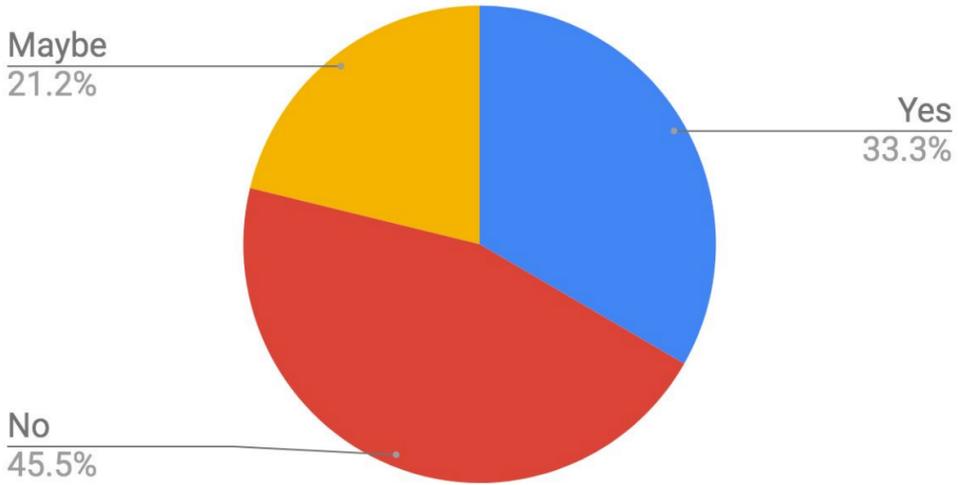
The following data is part of the Price Analysis (25 responses tier). We are basing the data off of 36 target market respondents.

None of 36 respondents who made it past our filters said they would not download the app.

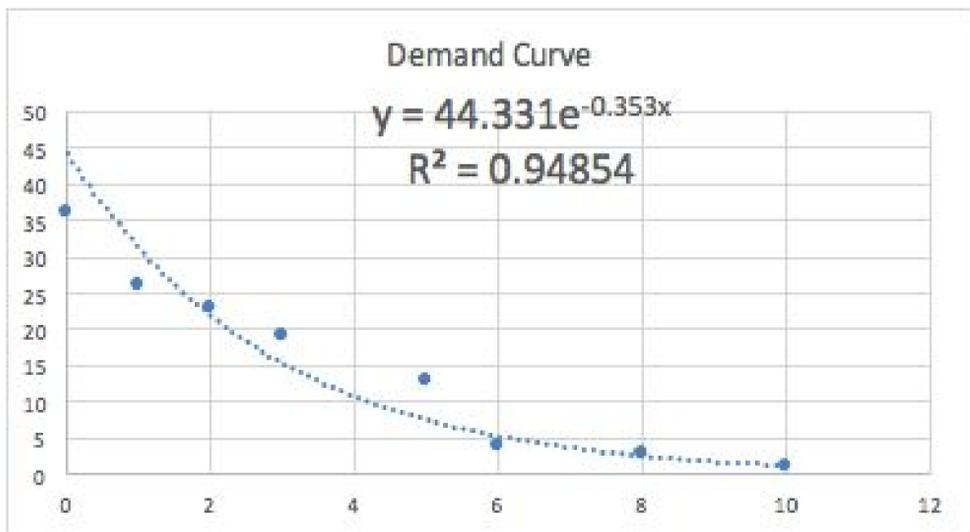
Will you download this app?



If the price was reasonable, would you pay to upgrade to an ad-free experience?



We asked what the MOST each participant was willing to pay for an ad-free upgrade on a monthly basis. From that, we derived the following demand curve.



From this data, the Profit-Maximizing Price is:

**\$4.99/mo**

- Price Analysis Ends Here -

**End of Report**