

CROWDLINK

MKT302

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I. PRODUCT — PROBLEM AT HAND

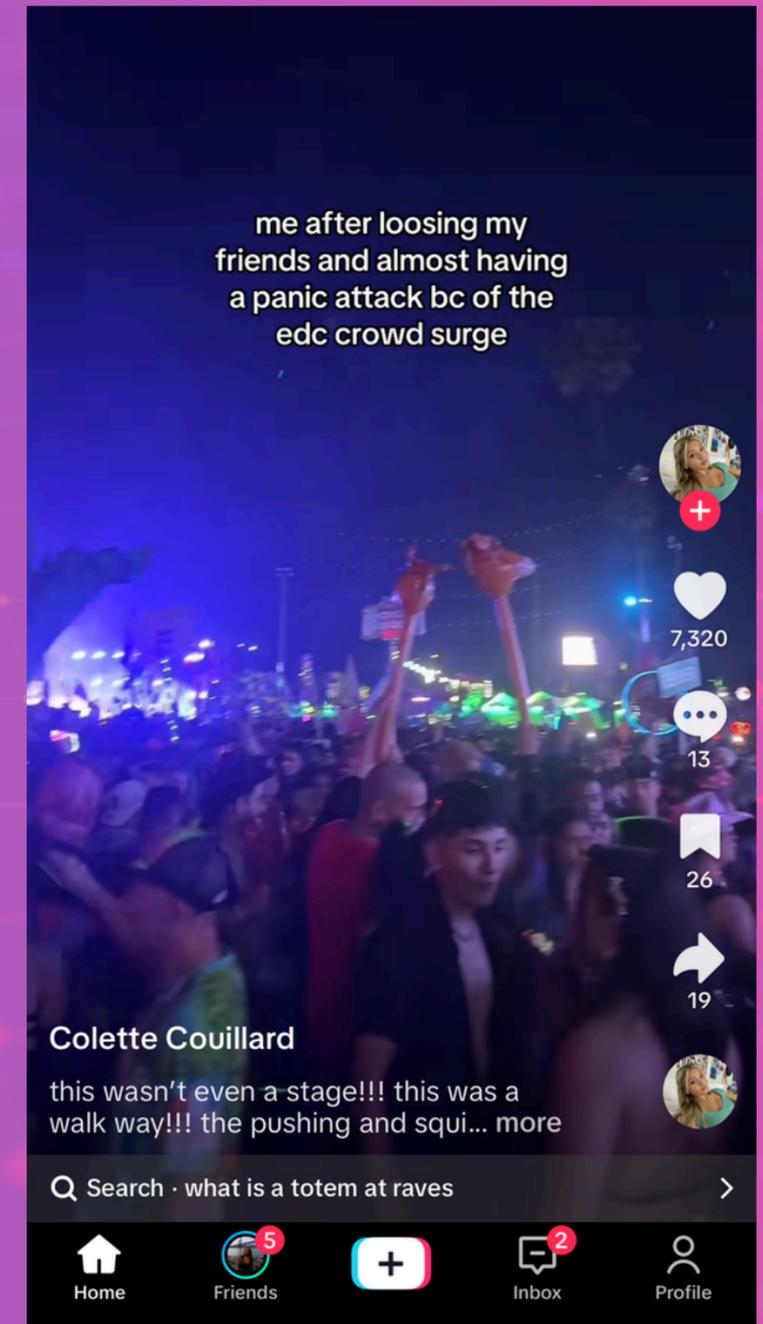
Group Discussion → What do we all deal with regularly?

This semester:

- Traveling
- Festivals
- Football Games
- Concerts

What did we gather?

- Difficulty finding your friends/family when lost
- Anxiety about overcrowding
- New places = little to no knowledge about surroundings



I. PRODUCT — CROWDLINK

Our product is an innovative electronic wristband designed to keep you connected without relying on Wi-Fi or phone service. Perfect for festivals, amusement parks, and other crowded public spaces, it allows users to pair with friends or family and share real-time location status. Whether your phone dies or loses reception, this wristband ensures you can easily stay connected and find your group no matter where the day takes you.



I. PRODUCT — MISSION STATEMENT

**“Keeping people connected
when it matters most.”**

II. EXPLORATORY RESEARCH — REASONING

What method did we choose to conduct exploratory research?

In-Depth Interview

Our team chose to conduct in-depth interviews because we wanted to capture more information on our target audience and see if there was a need for our product on campus. We wanted to capture how much people would use the product and how much they were willing to pay.

II. EXPLORATORY RESEARCH — QUESTIONS

- 1. How often do you attend large-scale events or attractions (e.g., concerts, festivals, amusement parks, sports games, etc.)?**
 - a. Understand the relevance of context
- 2. Have you ever lost service or phone battery at these events? What happened?**
 - a. Confirm the problem exists
- 3. Have you ever lost track of your friends/family at an event? How did you reconnect?**
 - a. Understand the problem
- 4. How safe would you feel knowing you could track your group without Wi-Fi/data?**
 - a. Gauge emotional appeal
- 5. What concerns would you have about using an electronic wristband to share location?**
 - a. Identify possible objections
- 6. How much would you realistically be willing to pay for such a wristband?**
 - a. Gauge how much people would be willing to spend
- 7. Would you use this more for safety or for convenience?**
 - a. Target market segmentation

II. EXPLORATORY RESEARCH — RESPONSES

Have you ever lost service or phone battery at these events?

- **9 out of 10** respondents confirmed experiencing service loss or phone battery issues
- **6** described losing contact with their groups due to poor reception or dead phones
- **2** mentioned relying on others' phones or meeting spots as backups, which were often unreliable

How safe would you feel knowing you could track your group without Wi-Fi/data?

- Every respondent expressed feeling much safer and more comfortable
- They emphasized reduced stress in large crowds or when phones die
- Participants felt the product would boost peace of mind

What concerns would you have about using an electronic wristband to share location?

- **3** participants worried about cost, weather conditions, or losing the wristband
- **3** others raised privacy concerns about location data
- Most respondents expressed no major concerns

III. IDEA REFINEMENT — OVERVIEW

9 out of 10

Respondents confirmed they have had their mobile device die or lose cell service at a large scale event, suggesting the need for CrowdLink.

The survey also received positive feedback for the original concept of CrowdLink.

III. IDEA REFINEMENT — FEATURES

Refinements: Need to make the wristband waterproof, have long lasting battery, and include customizable features to support creativity.



Pricing: The goal is to sell the bracelet around \$50 to be affordable as well as offer bundle and student discounts to encourage purchases.



Positioning Shift: We will be marketing our product as a device for convenience and connection rather than solely a safety product.



IV. DESCRIPTIVE/CAUSAL RESEARCH — OVERVIEW & DESIGN

- We gathered 103 responses through a Qualtrics survey
- Consisted of 21 questions
- **Goal:** To gather insights on consumer preferences, pain points, and interest in a wearable devices for staying connected at large-scale events

IV. DESCRIPTIVE/CAUSAL RESEARCH — SURVEY SELECTION

Because surveys are able to be pushed out to a wide number of people across UM's campus, we believe that this would give us a bigger, more diverse sample than conducting an experiment would. We also were looking more to learn about our target audience rather than trying to show the benefit of the product over others.

IV. DESCRIPTIVE/CAUSAL RESEARCH — QUESTIONS

**1. Event
Attendance/Behavior**

**2. Pain Points
Surrounding
Communication**

3. Current Solutions

**4. Interest in Product
Concept & Potential
Concerns**

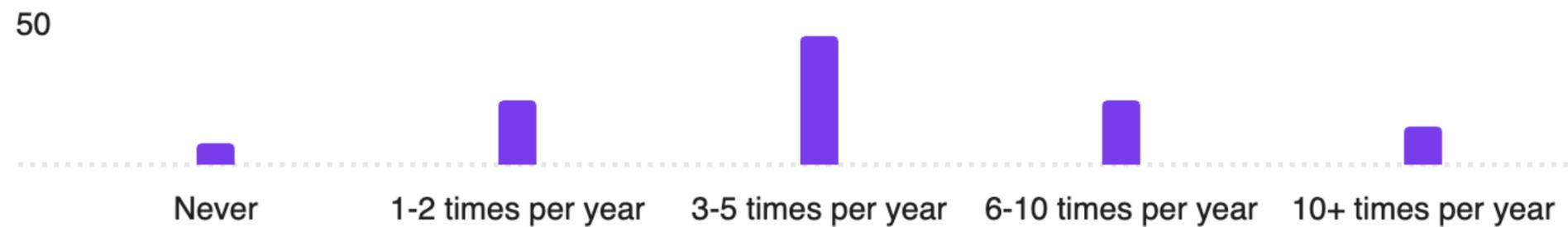
**5. Feature & Design
Preferences**

**6. Pricing & Purchase
Intent**



V. SURVEY RESULTS

Q1 - How often do you attend large-scale events or attractions (e.g., concerts, festivals, amusement parks, sports games, etc.)?



- Out of the choices, “3-5” was the most popular choice (41% of respondents chose it)
 - Shows product relevancy

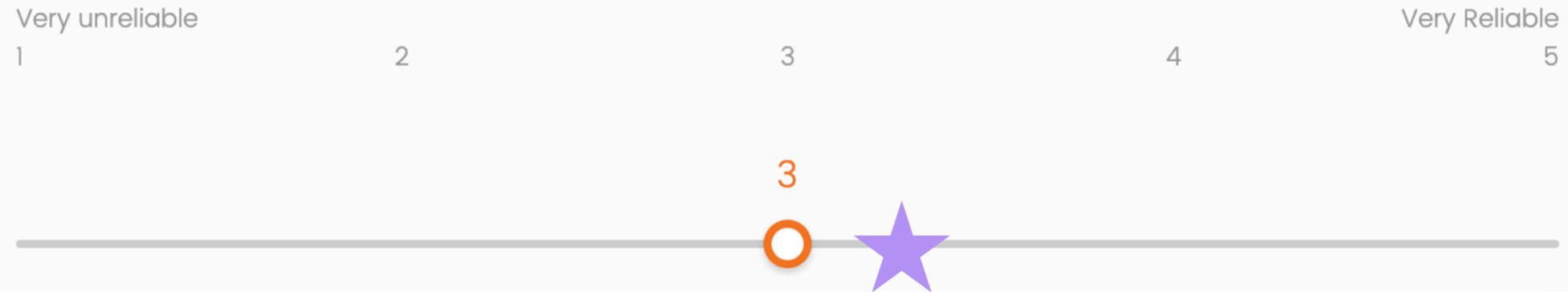
Q2 - What platforms or methods do you typically use to stay connected with friends and family while on the go or at events? (Select all that apply)

Field	Find My Friends / Apple Find My	Life360	Group chats (e.g., iMessage, WhatsApp, Snapchat, etc.)	Social Media DMs (e.g., Instagram, Snapchat)	Phone Calls	Walkie-talkie apps (e.g., Zello, Voxer)	Other
Percentage of Responses	63%	41%	83%	34%	68%	1%	0%

- Group chats are most common method (83%)
- Users rely heavily on communication and location-sharing tools → supporting the need for our product

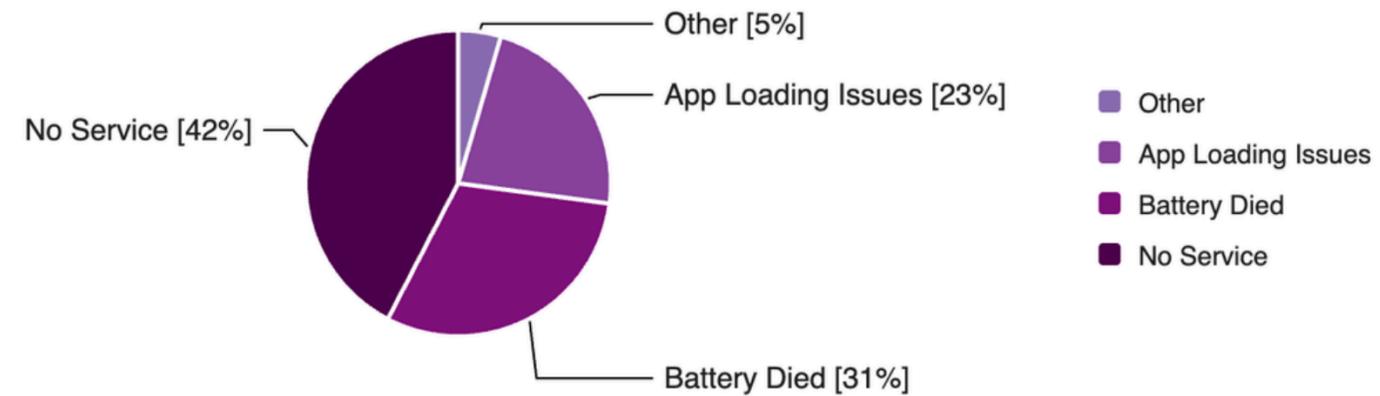
Q4

How reliable do you find these methods in crowded environments?



- Mean : 3.15
 - average reliability proves the need

Q5 - If unreliable, what issues do you typically experience? (Select all that apply)



Q6 - If you selected other, please elaborate

Communication Issues

“At such events, people are not attentive to their notifications”

“No one else is on their phone”

“People don't answer”

Environment Issues

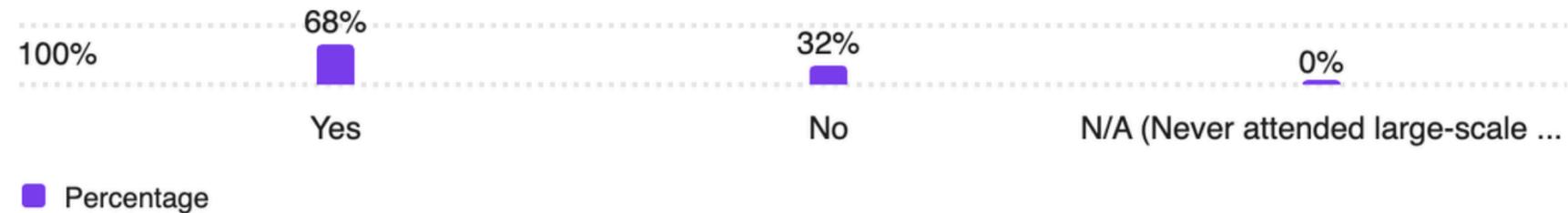
“It's too loud around me”

“Too loud, texts don't send”

Crowd Issues

“Too many people are hard to locate, especially when there's no landmarks/places to meet and it's just huge”

Q7 - Have you ever lost track of your group at large-scale events or attractions (e.g., concerts, festivals, amusement parks, sports games, etc.)?



- 68% of respondents answered "Yes"
 - Proves that the problem exists

Q8 - If yes, what did you do to find them again?

Used phone

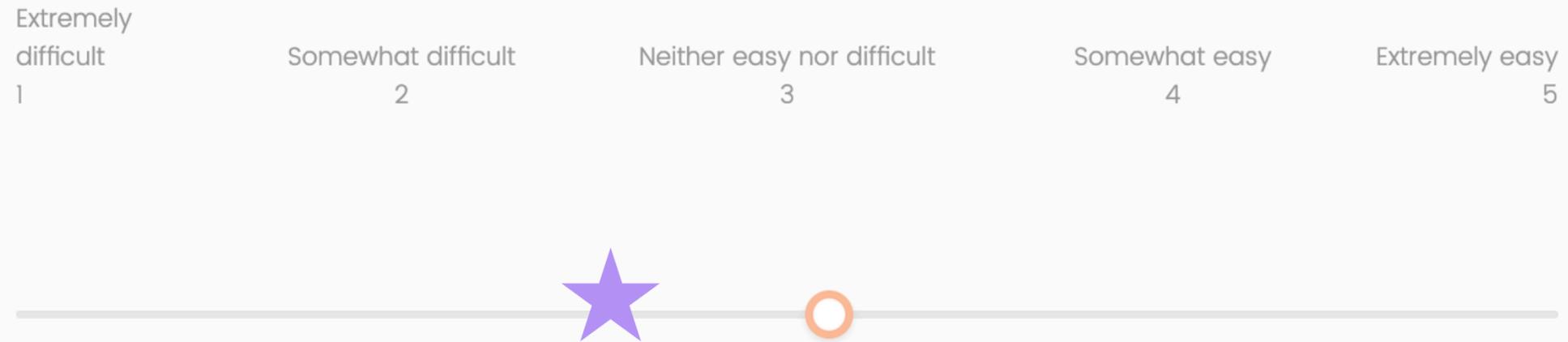
"Called them and try to yell over crowd"
"Texted/called them"
"Found a charger"
"Text/call/ check locations"

Searched Physically

"Wander around until I find them"
"Waited in one spot"

Q9

How easy or difficult is it for you to reconnect with your group after getting separated at an event?



- mean : 2.64 → respondents found it somewhat difficult, showing that it is a common challenge for groups to stay together at these large events

Q10

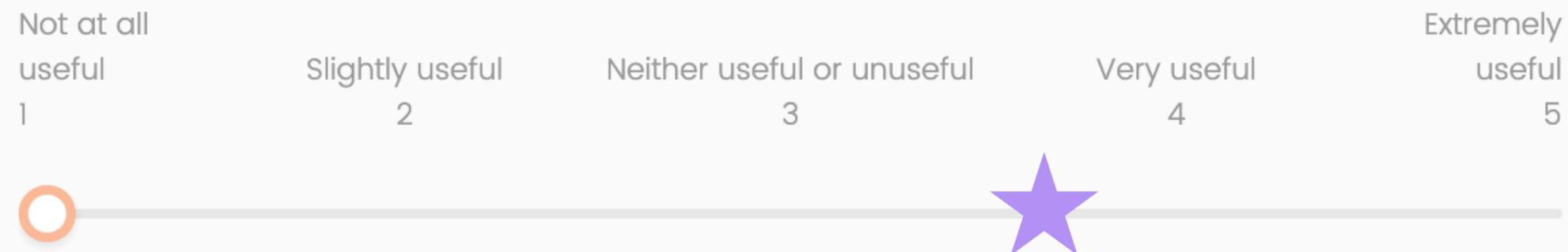
How stressful do you find losing track of your group at large-scale events or attractions?



- mean : 3.69

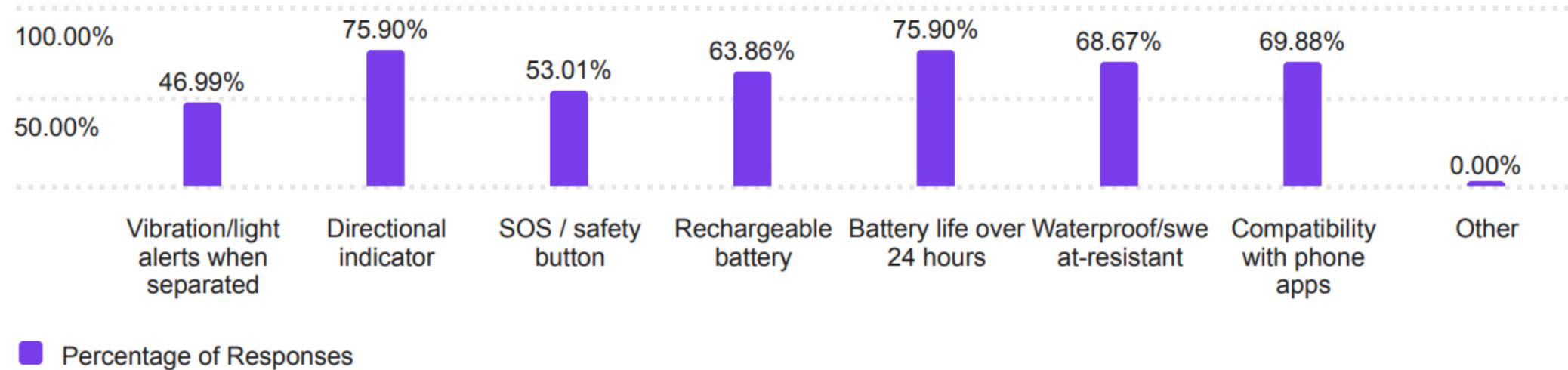
Q11

How useful would you find a simple wearable device that helps you stay connected to your group without needing Wi-Fi or cell service?



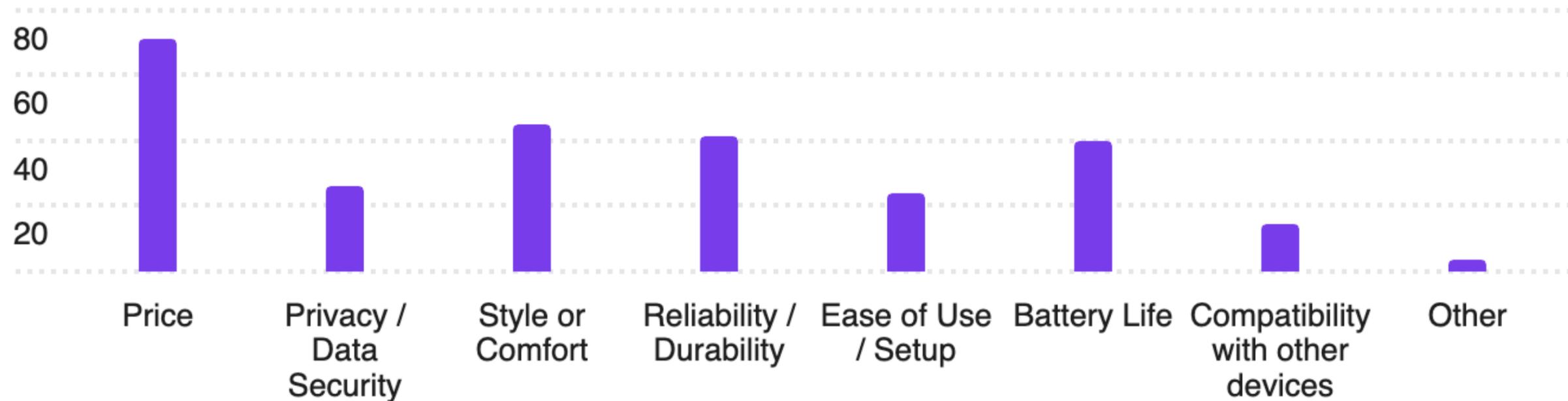
- mean : 3.74
 - Shows product interest

Q12 - Which of the following features would you want included in a wristband designed to help you stay connected with your group? (Select all that apply)



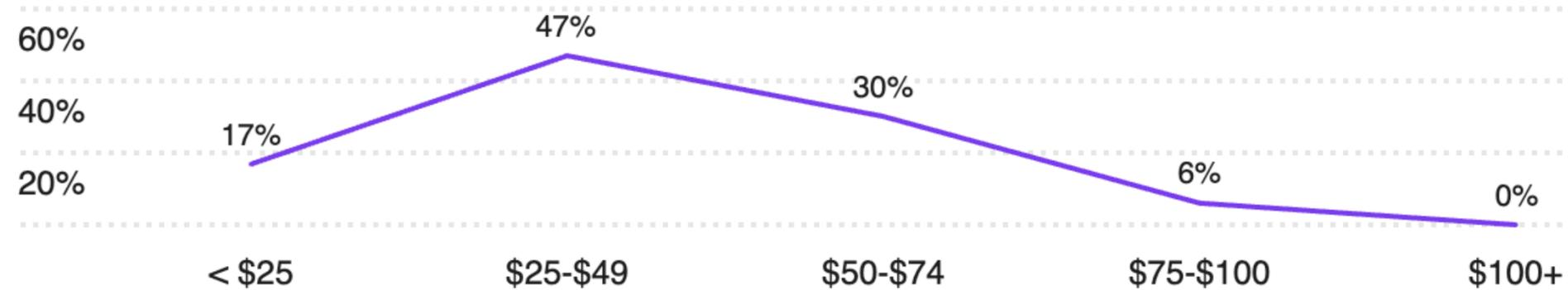
- **Most preferred features** : directional indicators to point/signal towards friends, long battery life, and compatibility with phone apps
- **Other popular features** : waterproof, rechargeable battery
- These results suggest users value long-lasting, durable, and smart-connected wristbands that enhance safety and usability

Q14 - What concerns would you have with this wristband? (Select all that apply)



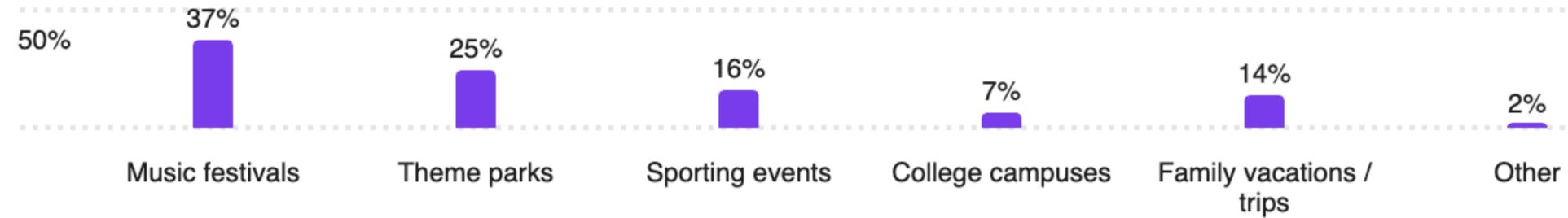
- **Most common concern among respondents** : price, 85.5% of respondents are most concerned with the price of the product
- **Other popular concerns** : Style and comfort (54.2%), and reliability/durability (49.4%)
- Overall, potential customers appear most sensitive to cost and product quality, suggesting that communicating value, comfort, and long-term reliability will be crucial in marketing the wristband

Q16 - What is the maximum price you would pay for one wristband?



- Nearly half of respondents (47%) indicated they would pay \$25–\$49
- 30% were willing to pay up to \$74
- Very few participants were open to prices above \$75, suggesting an optimal price range of \$40–\$50. This supports positioning the product as an affordable yet high-quality wearable for mass adoption

Q17 - In which situations do you think this wristband would be most useful? (Select all that apply)



- Music festivals and theme parks dominate
 - Defines our initial target market

Q18 - If you selected other, please elaborate

- Additional scenarios mentioned were hiking and sporting events such as tailgates

V. SURVEY RESULTS — DEMOGRAPHICS

- 77% college Students (mainly UM)
 - 86% aged 18-24
 - 49% male, 47% female



VI. CONCLUSION — MAIN TAKEAWAYS

A clear, unmet need exists.

9/10 respondents have lost service/battery and 68% have been separated from friends with difficulty reconnecting

Target market: Music festival goers, specifically 18-24 year olds, males and females.

Most important concern: Pricing (optimal range \$40-50)

Important features: Directional indicators, battery life

Additional considerations: Stylish design



QUESTIONS?



THANK YOU