

Product Concept Testing

Hi,

Thank you for your time and participation.

This survey is being presented to you on behalf of DePaul University Innovation Development Lab, to collect feedback on a new product idea.

These questions ask for your feedback on a product concept called PINWRK, a mobile App that helps users save money, by leveraging the power of community to pool demand and obtain better prices when hiring qualified service providers. Your answers will help us understand the strengths and weaknesses of this business idea.

The questionnaire should take approximately 5 - 10 minutes of your time and there are no right or wrong answers. The information you provide is completely voluntary and there is no obligation to participate .

We are seeking to survey a target group of participants who are of age 18 and older, and who have hired or would hire a gig or temporary worker (example: dog walker, house cleaner, babysitter) to perform services at their home.

If you choose to participate, match the target group and provide in-depth information for the survey, upon completion, you will receive a \$5 digital Gift Card for your time.

You have the right to stop the survey at any time and for any reason. Your responses will be confidential and only be used to help us create the best solution for the market.

We are looking forward to collecting your most honest feedback.

Thank you!

Are you 18 years of age or older?

- Yes
- No

Gig worker - A gig worker is defined as any individual who performs work on a temporary basis, as an independent contractor, freelancer or for-hire individual. This type of work can include housekeeping, dog walking, lawn care and more.

Have you ever hired a gig worker (example: dog walker, house cleaner, maintenance professional)?

- Yes
- No

Thats great! What services did you hire them for?

Would you consider hiring a gig worker if the need arose?

- Yes
- No

If "No", why not?

What is your comfort level with using technologies such as smartphones or computers?

- Very comfortable
- Reasonably comfortable
- Not Comfortable

Have you ever used an App or website to hire a service provider?

- Yes
- No

If "Yes", which ones have you used?

If "Yes, " what issues (if any) have you experienced with service-providing Apps and websites (example communication/transaction issues)?

If "No", how do you usually go about hiring a service professional?

What features, if any, do you like or dislike about the method you have used to hire service professionals in the past?

Please indicate how important each of the following categories are to you when hiring a professional service provider.

	Not at all important	Moderately important	Neutral	Very important	Extremely important
Time – (the ability to select the time at which the job is scheduled):Right	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Savings – (the ability to obtain discounts for the job to be completed):Right	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Selectivity – (influence over who is chosen to complete the job):Right	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Besides Time, Savings and Selectivity, are there any other categories you feel are important?

If it means that you can save money when hiring a professional service provider, would you be willing to use the same (qualified) service provider as your neighbor?

- Yes
- No

If it means that you can save money when hiring a professional service provider, would you be flexible on the time at which the service is scheduled?

- Yes
- No

PINWRK is a mobile App that helps users save money when hiring professional service providers (example house cleaners, dog walkers, maintenance professionals), by allowing individuals who live nearby, the option to share workers, and in doing so, obtain better prices for the service/s to be performed.

How much do you like or dislike this concept?

- Like a great deal
- Like a moderate amount
- Like a little
- Dislike a little
- Dislike a moderate amount
- Dislike a great deal

What do you like MOST about this concept?

What do you like LEAST about this concept?

From the list below, which of the following describes your thoughts about this concept?
(please select all that apply)

- This could be a great product to help me save money
- I like the idea of getting a discount for work I would be willing to pay full price for
- This product would not provide any benefit to me
- What I am currently using is better than this
- I don't see any reason to use this

Please indicate your gender

- Male
- Female
- Non-binary / third gender
- Prefer not to say

Please select your age range.

- 18 - 21

- 22 - 26
- 27 - 40
- 41 - 64
- 65 +

What employment classification best describes you? (choose all that apply)

- Blue collar
- Office worker
- Self Employed (owns a business)
- Full-time Student
- Gig-worker (1099)
- Retired
- Unemployed
- Seasonal employment

Do you rent or own your residence?

- Rent
- Own
- Neither

Please indicate the location of your residence: (choose all that apply)

- Urban
- Suburban
- Rural

We appreciate your participation. Is there anything else you'd like to share with us?

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