

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 the product concept called PINWRK, a mobile App that helps service providers get qualified leads and increase profits, by using the power of community to pool service demand and streamline work schedules.

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 classified as gig/temporary workers (example: dog walkers, house cleaners, babysitters) and who perform services at their clients homes.

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!

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. For the purposes of this interview, we are interested in the perspective of gig workers who commute to their clients residences to perform work.

Do you classify yourself as a independent contractor, freelancer or for-hire individual worker?

- Yes
- No

Do you find work independently or do you connect with clients through a third party?
(select all that apply)

- I work independently
- A third party connects me with clients

Is this third party a business or individual?

- Individual
- Business

Do you hold any special licenses, certifications for the service you provide?

- Yes
- No

If so, what is/are they?

On average, how many jobs do you complete in a day?

- 1 - 2
- 2 - 3
- 3 - 4
- 4 - 5
- 5 - 6

How many hours a day do you typically work?

How many days a week do you work?

Currently, how do you acquire customers? (select all that apply)

- Advertising
- Though websites and Apps
- Referrals
- Other

Please indicate which Apps or websites you've used?

Please indicate if there is anything you like or dislike about the Apps or websites you use?

Hot Leads - refers to customers who are ready to make a purchase. These customers are not just looking around.

Leads Pool - refers to a list of customers who have shown interest in a service, but who may or may not be ready to make a purchase at this time.

**** Indicates an option with no guarantee of customer acquisition

Please rate the following approaches in terms of preference, when paying to acquire customers?

	Not Preferred 1	Less Preferred 2	Neutral 3	Somewhat Preferred 4	Most Preferred 5
Pay for "Hot Leads" in advance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pay a commission on "Hot Leads" once a job is completed and payment received	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
****Pay for direct access to customers in a "Lead Pool"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
****Pay advertising/promotion targeted towards a "Lead Pool"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Are you interested in finding ways to increase the number of jobs you work in a day?

- Yes
- No

Please explain your answer:

If "Yes," please indicate from 1 - 10 (1 the lowest and 10 the highest) how interested you are in working more jobs?

0 1 2 3 4 5 6 7 8 9 10

Level of interest in
working more jobs

Do you experience gaps in your schedule (on a regular basis)?

- Yes
- No
- Sometimes

What do you think contributes most to the gaps in your schedule?

- Commute time between customers
- Limited number of available jobs
- Limited number of available hours for work
- Other

You selected "Other", please explain

What strategies (if any) do you think can help you streamline your schedule and optimize billable time?

Please guess what percent of business you think you lose due to gaps in your schedule?

- Not Applicable
- 5% - 10%
- 10% - 15%
- 15% - 20%
- 20% - 30%
- 30% +

You selected "Not Applicable", please explain:

What is your average commute time between customers?

Do you incur non-job-related expenses (example train passes, gas, parking, parking tickets)?

- Yes
- No

If "Yes", what are they?

Are you attracted to the idea of simplifying your workday by finding jobs that are closer in proximity (or jobs that are in close proximity to each other)?

- Yes
- No

If "Yes", please indicate from 1-10 (1 the lowest and 10 the highest), your level of interest in finding jobs that are closer together?

0 1 2 3 4 5 6 7 8 9 10

Level of interest in
finding jobs that are
closer together

If "Yes", how close together would you like your jobs to be?

- 5 miles or less
- 2 miles or less
- 1 mile or less

- Within 4 square blocks
- Same building or complex

These question refers to ****Close Proximity** as you previous defined it as: $\${q://QID2040/ChoiceGroup/SelectedChoices}$

Would you be willing to provide customers with discounts if you are able to work more than one job at a location or that are in close proximity?

- Yes
- No

If "No", please explain why.

Would you be willing to provide increasing discounts based on the number of customers you acquire based on close Proximity?

- Yes
- No

If "Yes", please indicate the maximum discount you are willing to provide (to each customers), based on the number of customers you are able to service.

- | | 2 Customers
in **Close
Proximity | 3 Customers
in **Close
Proximity | 4 Customers
in **Close
Proximity | 5 Customers
in **Close
Proximity | 6 Customers
in **Close
Proximity |
|------|--|--|--|--|--|
| 2.5% | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

	2 Customers in **Close Proximity	3 Customers in **Close Proximity	4 Customers in **Close Proximity	5 Customers in **Close Proximity	6 Customers in **Close Proximity
5%	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7.5%	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10%	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12.5%	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12.5% +	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Accounting for commission, platform/access fees and expenses, what percentage of your hourly rate do you keep?

Are there aspects of your business you would like to approve?

- Yes
- No

If so, what are they?

Do you think there are ways for Apps that connect you with customers to help you generate repeat business? If so, please explain.

PINWRK is a mobile App that helps service providers get qualified leads and increase profits, by connection customers who live close together and are seeking similar services, with service providers already scheduled to perform work in the area.

How much do you like or dislike this concept?

- Like a great deal
- Like a moderate amount
- Like a little
- Neither like nor dislike
- 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 best describes your thinking about this concept? (select all that apply)

- I think this product can be a great product to help me connect with more customers
- I think this product can be a great product to help me save time and make more money
- I think this product can be useful to my business
- I think this is something I am interested in using

- I don't see any reason to use this
- I am not interested in this product

Please indicate from 1-10 (1 the lowest and 10 the highest), how likely it would be for you to use this product?

0 1 2 3 4 5 6 7 8 9 10

How likely are you to
use this product

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 +

Please indicate the location that you usually work in: (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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