

Project Name: Solutions
Project #: ABCDE
Location: Boston
Date: 8/31/06
Time: 5:30pm
Respondent: Group

MA: So to keep everything as confidential as possible, I'm not going to ask for your name, but I will introduce myself. I [INAUDIBLE], then I'd have to go back and erase the tape. My name is Tina and I work at Smith & Co. It is a marketing research and consulting company. We're based in Philadelphia. OK? And I wanted to confirm some of the information you gave us at the time of the invitation and this is that you have been in practice for 20 years, and that's correct? I want everyone to introduce themselves and cover a few points such as your name, your job responsibilities and your company, or if you are in school, your major, or if you are a work at home mom. Also, your family composition; by that I mean who is living at home with you, even if it's roommates. The main reason for that is that we are talking about an e-mail solution and so if there are one or more computers in the home, who is competing for the computer and who is competing for the e-mail. Why don't we start with you, Jeffrey?

JE: My name is Jeffrey and I have my own computer company and I also work part time.

MA: What kind of a computer company?

JE: I provide everything from installation to architecture. I help people with installation and I help them with training, networking, wired and wireless networking.

MA: Do you have employees?

JE: Primarily one person right now.

MA: Do you have an office or do you work out of your home?

JE: I have a virtual office.

MA: Anyone living at home with you?

JE: My parents.

MA: Good, thanks. Trisha?

TB: I am Trisha and I work for Bank of America.

MA: What do you do for BOA?

TB: I am an implementation consultant.

MA: What does that mean?

TB: I set up basically new business products for corporate customers like Wal-Mart or Staples. I am also getting my master's at Cambridge College and business is the major and my family composition is my five-and-a-half-year-old daughter and my uncle.

MA: How many computers do you have at home?

TB: One desktop and a laptop.

JL: My name is Jason and I work at Admin International doing accounting. I live with four roommates and we all have computers so there are five computers in the house. No one is really competing for that.

MA: What kind of connection do you have?

JL: DSL.

MA: Brent?

BN: I am Brent and I currently teach at the Cambridge Public School System. In terms of computing, we have four or five computers with DSL connections.

MA: Is that all for you or for the family?

BN: All for me.

MA: Are you living with your family at home?

BN: Not right now.

JC: I am Janet and I work for a home health company and I do some private work
[INAUDIBLE].

MA: You go into people's homes?

[Transcribed by JS]