



# Stanford eCorner

## Wallet Prototyping

Tina Seelig, *Stanford Technology Ventures Program*

February 06, 2007

Video URL: <http://ecorner.stanford.edu/videos/1656/Wallet-Prototyping>

This interactive exercise is designed to give participants the experience of identifying opportunities, understanding customer point of view, rapid prototyping, and giving a pitch. In this exercise, participants interview one another about what they like/hate about their wallets. Based upon what they learn, they build new wallets for their customer.



### Transcript

So I want each of you to take out your wallet. You are going to spend the next 15 minutes interviewing each other about your wallets. OK. And you're going to find out what the other person and you're going to talk with each other about this but take turns. One interview the other and then switch. What you love about your wallet and what you hate your wallets. OK. And I want you to focus on two things specifically. Things, how you buy things with a wallet and how you store things with a wallet. OK? Ready, set go.

I like the size, I like that it's sort of compact. It's pretty minimal in terms of not having too many pockets for random things. I can, you know, put everything in one pocket. It would be nice if it close a little better. Like, like so this is fine but that doesn't fall out. Like you know, if it does happen to... if I make this pocket a little more empty, sometimes it, you know, this stuff is a little more loosen here then it really falls out. I have a longer wallet because I like to put my checkbook in the wallet. I've had this wallet for a few years now so, you know, it's pretty functional. But again it's just there's a lot of space here and I just stuff receipts in here and all my cards and it is really easier, it's a coin purse and a bag.

It's just very straightforward. So how do you like storing things in it? Do you like classify it by dollar amount? OK. That answers for all of you. I like the, it's like fire leather, like last real long. I've tried like a clip before. Oh yes. Money clip. Yeah money clip. Oh no, you can't chain. That's pretty tough.

Yeah it's not so good. Part of it is practical, part of it is I don't know. And then what you're going to do just to give you a head's up is you're going to show it to your customer in a minute and get their feedback on it. Like it. It is like, the storage should be like a leather in structures. One for card storage like that. Similarly to your suggestion with the levels. That way the other one in the middle with some Velcro for some coins. It's going to be secured. And the coins will be able to stay put.

Give them a little pitch. So you have a one-minute pitch on a... So when you open it up, inside you actually have a wallet-letters, little wallets that you can pack for whatever special purpose. As you've seen has this extensible things here so it wouldn't get like really fat even though it's still close and you've clip here especially for your wraparound pens. Even if it get stolen, this keycard won't ever let you down. And here it slides right into here. It is programmed by this card right here. Down here we had a scanner and reader for those receipts. These will let you know, hey, it's time to throw these receipts you don't need proof of payment. He likes almost everything about his wallet except color inside.

And there is one functional factor that makes him quite to enjoy it. He keeps a lot of cards on one side of his wallet and he has to cram extra zim so it could not fall out. So we came up with a simple design fixed. First of, black. Black inside, it was well, it was very important. And then just a simple magnet flap with a clear thin plastic that would snap over the sides where he would keep his extra cards to keep it from falling out. Basically it's just a larger wallet she has a lot of things and she loves photos so I have a photo board and enlarged the regular pockets. In the back we have a coin purse that lifts up and she wanted somewhere to organize her life so it's a hard back and she has a notepad and maybe a checkbook here. So I had this snap off pocket for days when she's not going to blockbuster. She doesn't need to have blockbuster card, she doesn't need to this Safeway card, you know, all these things.

So she can leave those cards in the detachable pocket and leave that at home. But if it's, you know, a day when she is going to, you know, be needing all those cards, then she could just stick it back on to the wallet. Love it. And then we'll be happy.