

Your Name: Jeff Young

Innovation Description (20 words or less): TiVo – the first major Digital Video Recorder; has been around since the late 90s, but is still not widely adopted.

Interview Questions

Questions	Scott's Responses	Jenny's Responses
1. In terms of what's in it for you, how does TiVo compare to what you were doing before?	I get to watch the shows I want to watch when I want to watch them. Plus, I don't have to put up with commercials.	Having the shows available to watch when I want to watch them is so much better than trying to fit my life around when they're on...and it goes for my kids too. If they don't get chores done by the time a certain show is on they can still watch it when they get done. Also if they aren't listening to what I'm saying when they're watching TV, being able to pause and/or rewind it is amazing. It's so easy to get their attention, and they don't miss any of their show. Win/Win
2. How well does TiVo fit in with other things that you do and are important?	Using TiVo frees my time up for other things since I can watch the shows at my leisure.	Well, TV watching is not a huge priority in my life, but sometimes if I have the right show to watch while I relax a little bit, or get motivation to get on the treadmill, it's definitely a time when the right show makes a big difference. TiVo

		helps that a lot.
3. How difficult is it to use TiVo?	Using TiVo is extremely easy, and much of the operation is automated.	The actual operating of it is very easy. The remote is extremely user friendly, even easier to use than the cable/satellite remotes. The set up of it I didn't actually do, so that part may be tricky for people who aren't technically inclined.
4. How easy is it to experiment with TiVo on a limited basis?	You can't really experience it without having one in your home for a few weeks. As far as I know, there are no trials offered by the TiVo company.	Unless you know someone who has one, I don't know how you would really try it out first.
5. How easy is it to see what happens when TiVo is used somewhere?	Observing it is not the same as experiencing it, but at least it can give you some idea of its benefits. I don't know very many people who have one, so I can't really tell you how it is used by other people or how it affects them.	I've only seen it in one other household besides ours, but I would imagine it could go one of two ways...and both have happened at times in our house. Either there is more TV watching going on that kind of takes over other activities because there's always something to watch. Or, it's more controlled and easier to just have something to watch when you have time. You can own it, or it can own you.

Now answer the two summary questions below.

In what important ways (if any) are the two perspectives different?

The responses were very similar, with very few differences between them. However, Jenny answered the question of observability more thoroughly, and she included some of the possible negative results of owning a TiVo. They both discussed how TiVo has freed up time for them for other pursuits and how easy TiVo is to use.

What (if any) implications do the differences have in terms of the rate which the innovation will be adopted?

The minor differences in the two sets of responses would not really have any impact on the rate of adoption, at least as far as I can tell. One problem that TiVo may be having, though, is that it is nearly impossible to try TiVo on a limited basis before adopting the innovation. I know that TiVo has not been adopted as quickly as had originally been expected. Perhaps they should consider some kind of risk free trial offer to attract new users. Also, they have mostly relied on word-of-mouth to spread the knowledge of their innovation. This has resulted in a small, but very devoted, group of TiVo adopters. Just recently, they have begun advertising through more mass media outlets, so perhaps this will benefit their rate of adoption as well.