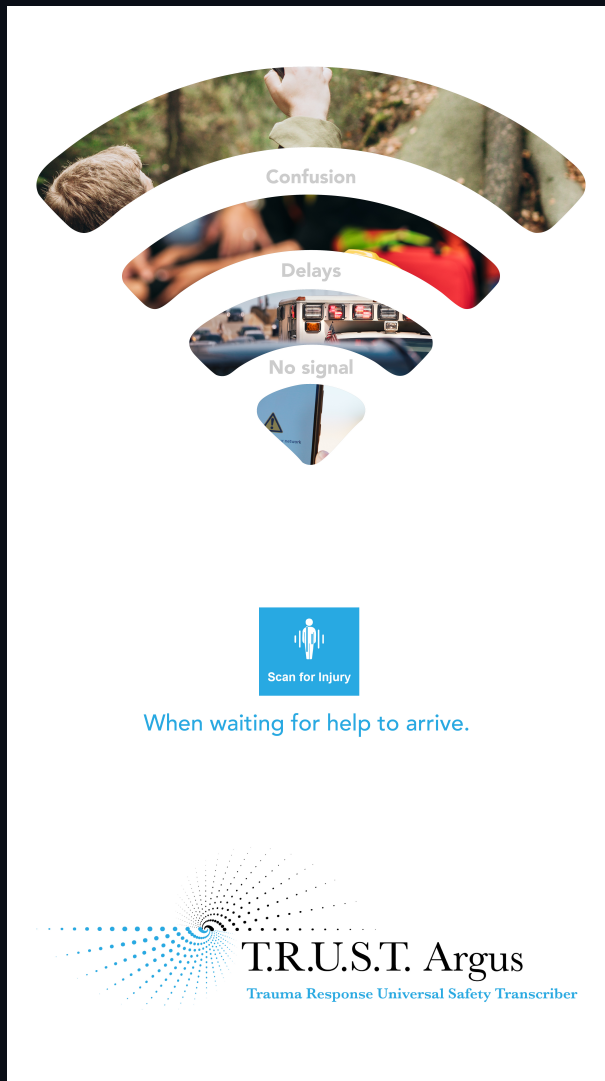




CUSTOMER DISCOVERY SURVEY

B2C Discovery Interview

When waiting for help to arrive



IMPORTANT — Open this PDF in Adobe Acrobat Reader

Browser PDF viewers do not reliably support fillable fields or Submit with attachment.

1. Open this file in Adobe Acrobat Reader (free) or Adobe Acrobat — get.adobe.com/reader
2. Fill the form fields — dropdowns and text boxes are interactive.
3. Click Submit Form by Email on the last page to attach this filled PDF to email.
4. Or use File → Save As, then email the completed PDF to Info@trust-argus.com.

IMPORTANT — Open in Adobe AcrobatFillable fields + Submit with PDF attachment require Adobe Acrobat Reader (get.adobe.com/reader) — not a browser preview.**PARTICIPANT DETAILS**

Date (YYYY-MM-DD)

Name or initials (optional)

Email (optional — for beta follow-up)

Which best describes you?

What is your age range?

Which phone platform do you use?

Do you have children or dependents in your household?

How much time do you spend outdoors or off-grid?

Do you have any formal first-aid or medical training?

If Professional — what is your role? (Prefer the separate Professional Survey at professional-survey.html)

If Other — your title

YOUR EXPERIENCE WAITING FOR HELP

Tell us about real situations. No right or wrong answers. We'll introduce T.R.U.S.T. Argus later.

Tell us about the last time you, your child, or someone near you was injured and you were waiting for help to arrive.

In that moment, what was the hardest part?

How confident did you feel about whether the injury was serious or not?

What did you actually do in the minutes before help arrived?

If you called 911 (or someone did), what was that call like? What did you say first?

Continue on the next page with calling for help and the tools you use today.

CALLING FOR HELP

Looking back, was there information the dispatcher or responders wanted that you struggled to give clearly?

If there was no cell signal, or it was weak — has that ever changed what you could do?

WHAT YOU USE TODAY

When you're unsure what to do for an injury, where do you turn right now?

Do you have any first-aid or safety apps on your phone now? Do you use them? Why or why not?

Have you ever taken a step to feel more prepared for an emergency? What prompted it?

HERE'S WHAT WE'RE BUILDING

Imagine an app on the phone you already carry. When someone is hurt and you're waiting for help, it works even with no signal to:

- Scan the injury for guidance on how serious it may be (decision support — not a diagnosis)
- Stabilize — walk you through first-aid steps in the right order
- Report — build a clear, structured injury summary
- Connect — send that report to 911 / NG911 once you have signal

YOUR REACTION

What's your honest first reaction? What stands out — good or bad?

Thinking back to your story earlier — would this have helped? Where exactly?

It gives guidance, not a guaranteed diagnosis. How do you feel about relying on something like that in an emergency?

WHAT MATTERS MOST

Of Scan, Stabilize, Report, and Connect — which would you actually use, and which feels most valuable?

How useful is a structured injury report you could hand to responders or share with a doctor afterward?

Do you think you could follow these steps under stress, on your own, without any training? What would get in the way?

ADOPTION & PRICING

If this were free to download today, would you install it? When — now, or only after something happens?

Your answer

Anything else you want to add?

If you would not use it — what is the main reason?

What monthly or yearly price would feel fair during our freemium launch period?

What would need to change for you to give it a try?

What would need to be included at that price for optional Premium — while free basics stay available in an emergency?

Freemium-first: free emergency basics stay available. Optional Premium is about \$2.99/mo or ~\$29.99/yr — kept low while we build a loyal worldwide community. Profit later; help first. What's your gut reaction?

Your reaction to that approach and price

Tell us more in your own words

What would make choosing optional Premium clearly worth it — knowing free emergency basics stay available?

A low-cost family plan (~\$49.99/year) during the freemium growth period — does that change anything for you?

A FEW MORE QUESTIONS (ANSWER THE ONE THAT FITS YOU)

Parents: What worries you most about your child getting hurt when you're the only adult around? Would you trust an app in that moment?

Caregivers / bystanders: When you've been the first person at a scene, what stops you from acting? Would step-by-step guidance change that?

Outdoor / preparedness: How often are you somewhere with no signal? How do you plan for an injury out there?

ALMOST DONE

On a scale of 0–10, how likely are you to recommend an app like this to a friend or family member?

Why that number?

Would you like to join our early beta and try T.R.U.S.T. Argus? (Yes/No — add email if interested)

Is there anything else you'd like to share?

IMPORTANT — Open in Adobe Acrobat

For fillable fields and Submit Form by Email (attaches this completed PDF), open this file in Adobe Acrobat Reader or Adobe Acrobat — not in a browser preview. Free download: get.adobe.com/reader

Submit your completed form

In Adobe Acrobat: click the button below to attach this filled PDF to an email to Info@trust-argus.com.

Submit Form by Email