

Screener

Hello my name is Danny!

1. I am conducting research interviews on people who have designed before. If you're selected, you will receive a \$100 compensation for your time. Are you interested in participating?
 - a. Yes (moves on)
 - b. x

2. Have you ever had any past experiences designing any of the items below?
 - a. Clothes
 - b. Furniture
 - c. Cakes
 - d. Products
 - e. **Room** (if this, continue to next question)

3. How long ago did you design a room?
 - a. **Less than a year ago**
 - b. More than a year ago

4. What age group do you belong to?
 - a. Younger than 18
 - b. **19-30**
 - c. 31-45
 - d. 46-60

5. Are you able to navigate a website confidently?
 - a. **Yes (go to next question)**
 - b. No (thank you for your time)

6. Are you comfortable with being video and audio recorded during our interview?
 - a. **Yes, go to next question.**
 - b. No, thank you for your time.

7. Based off of your previous answers you're a great fit for our interview. Are available for any of the following times?
 - a. X
 - b. Y
 - c. Z

8. Can you tell me your name, Phone number and email address we can best reach you at?
9. For whatever reason you cannot attend the agreed upon times please contact me at danny.hassan@gmail.com ASAP.

Thank you for taking the time to participate in my research.

Discussion Guide Questions

1. Can you tell me a bit about yourself? (5 mins - warmup question)

- a. Listen for: behaviours, routines
- b. Listen for: user goals, tasks
- c. Listen for: likely scenarios they encounter
- d. Listen for: their environmental / context, skills, frequency of use, expertise

2. Can you tell me about a time when you designed/redesigned/renovated a space? (5 mins - core question)

- a. Listen for: When they may use online tools, frequency of use
- b. Listen for: For how long have they used it
- c. Listen for: frustrations, challenges
- d. Listen for: if anyone has helped them, why and how they needed help?
What part did they help them with?
- e. Listen for: Living arrangements, past or upcoming moves/renovations, purchase of furniture and/or home goods
- f. Listen for: Have they done any renovation recently?
- g. Listen for: How often do they renovate their kitchen, bathroom, or office

3. Can you tell me about what the ideal journey of designing/renovating your kitchen/bathroom/office/playroom/space looks like? Please draw out your ideal process using paper and pencil/pen. (5-10 minutes - core question)

- a. Listen for: context of use
- b. Listen for: order of the steps
- c. Listen for: pain points, high points
- d. Listen for: areas of unmet needs / challenges
- e. Listen for: any help they received, how and what part, who helped?
(professional or friends/family)
- f. Listen for: renovation, moving
- g. Listen for: How do they make sure the sizes of new furniture fit their space?
- h. Listen for: tools used, tools that would be helpful, what device / context of using tool (e.g., measuring tape, laser tape, iPhone measure app)
- i. Listen for: Whether it is important to measure the sizes of new furniture?
- j. Listen for: if they even know about VDTs
- k. Listen for: design tools, devices, whether any VDTs could be helpful when measuring and planning a renovation in their kitchen/bathroom/office/playroom

4. What part of the drawing in the previous question was the most challenging part? Could you elaborate on it more? (5-7 mins - core question)

- a. Listen for: pain points in details, specific challenges or frustrations, unmet needs
- b. Listen for: tools they wished they could have had
- c. Listen for: design inspiration
- d. Listen for: getting help (either professional or someone else)
- e. Listen for: ways they would have done it differently / how?
- f. Listen for: opportunity to improve the path