


# Customer Interview Report

Date of interview	Mar 19, 2024
Interviewers	Areen Abudayeh, Lama Shraim, Amjad Awad, Omar Khalili
Customer name	Storytelling enthusiasts - readers and creators
Customer contact info	
Company name	 Scriptoria

## Top takeaways

- Community engagement and collaborating enhances skills and fosters a sense of belonging.
- Cross-cultural exchange in storytelling allows for the exploration of different perspectives and experiences to ensure resulting in a wide range of stories.
- Creators struggle to find readers who appreciate their style of storytelling making discoverability essential for the process of growing.

## Background

The customer is a passionate writer and reader within the realm of comic books and storytelling. They have extensive experience in writing and have been actively seeking platforms to share their work and engage with like-minded individuals. The customer is familiar with similar platforms and has shown interest in related features.

### Interview questions and answers

- Q1: What inspired you to start writing or create content?
  - A1: I find inspiration in everyday experiences, books I've read, and movies I've watched and so expressing my thoughts and ideas through storytelling is deeply fulfilling.
- Q2: What challenges have you faced in the process of sharing your writings?
  - A2: One major challenge I've encountered is the cost associated with publishing the traditional way. Additionally, it's been difficult to find a platform that provides ample opportunities for engagement and feedback, and even after finally publishing my writings, it was so hard to create a fanbase for it! discoverability is hard to achieve.
- Q3: How important is community engagement and collaboration to you as a writer?
  - A3: They are paramount to me as a writer. Sharing ideas, receiving constructive criticism, and collaborating with fellow writers not only enhances my skills but also fosters a sense of belonging within the writing community. It also fuels my motivation to continue creating and writing more.
- Q4: Have you ever collaborated with other writers or participated in writing challenges? If so, what was your impression of it?
  - A4: Yes, I've collaborated with other writers on various projects, including co-authoring short stories and participating in writing challenges and events such as WattCon. These experiences have been incredibly rewarding and have helped me grow as a writer.
- Question 5: In your opinion, what features or functionalities would make a website ideal for writers and readers interested diverse storytelling?
  - A5: I value platforms that offer easy-to-use publishing tools, robust collaboration tools, and a focus on promoting diverse voices. It's also crucial to have ways to connect with readers and build a community around shared interest.
- Q6: How do you usually discover new stories or writers?

- A6: I primarily discover new stories and writers through word-of-mouth recommendations from friends, browsing online forums and communities dedicated to writing, and exploring curated lists and recommendations on social media platforms.
- Q7: What do you think about the idea of cross-cultural exchange in storytelling?
  - A7: I believe cross-cultural exchange in storytelling is essential for fostering understanding among diverse communities. It allows for the exploration of different perspectives and experiences, enriching the literary landscape and promoting inclusivity. A lot of websites these days are neglecting diverse perspectives and are limiting cultural barriers, the range of stories has become pretty narrow.
- Q8: Can you share an experience where you felt discouraged or disheartened in your writing journey due to a lack of support or resources on existing platforms?
  - A8: There was a time when I struggled to find readers who appreciated my style of storytelling. It was discouraging to receive minimal feedback and engagement, which made me question if my work was resonating with anyone.

## Use cases

- Explore a diverse collection of stories from different genres and styles.
- Publish original stories and share them with others who have the same interests.
- Participate in community-wide events and writing challenges.
- Engage in collaborative writing projects.
- Interact with stories through comments, likes, and shares, and give feedback to creators.

## Observations

During the interview, several recurring themes emerged, shedding light on both challenges and opportunities for our platform, Scriptoria.

### Problem: Lack of Social Engagement

<b>Takeaway:</b>	Solitude in writing can hinder social interaction, engagement and collaboration, impacting skill development.
<b>Opportunities:</b>	Prioritize community feedback and integrate discussions and collaboration tools.
<b>Tickets:</b>	

### Problem: Limited Diversity and Cultural Barriers

<b>Takeaway:</b>	Neglecting diverse perspectives and cultural barriers results in a narrow range of stories.
<b>Opportunities:</b>	Facilitate cross-cultural exchange and promote diverse voices to enrich the literary landscape.
<b>Tickets:</b>	

### Problem: Discoverability

<b>Takeaway:</b>	Difficulty in building a fanbase and getting noticed due to limited platforms for exposure and audience engagement.
<b>Opportunities:</b>	Provide discoverability through targeted audience showcasing and sharing content to a wider range of readers.
<b>Tickets:</b>	

