

Candle makers and what they need

Study 1: Semi-Structured Interview

Background

Candle has been used as a source of light for centuries before the advent of electricity. Our team is interested in creating a new app to support candle makers, especially adult merchants who cater to a community. Since adult merchants usually have a busy schedule, our platform aims to develop an electronic product specifically designed for adult merchants in the candle production industry.

Research Goal

Our team wants to learn about what is the needs of adult merchants in the candle production industry, including what goal is to enhance their production processes by leveraging advanced electronic products. We want to determine what efficiency and quality in candle production, so that we can use these methods to help us achieve our goals in developing our product.

Research Questions

- [Needs] What is necessary in the candle-making industry?
 - What are the essential tools used?
- [Behaviors] What are the types of candles?
 - What are the features that candle makers look for?
- How do they interact with electronic products?
 - Are there any special techniques for production?

Method & Recruiting

- 30-minute in-person or video semi-structured interview to gather in-depth qualitative data
- The researcher will use the interview script as a guide and ask follow-up questions based on answers from the users
- 3 participants
- Adults with a full-time job who:
 - Buying online candle tools product(s) at least once a week
 - Have been using electronic candle tools products for at least 3 months
- To recruit participants, we will send emails to full-time merchants.

Script

Introduction

My name is Amjaad AL Jassasi. Thank you very much for participating in this study. I am currently working on a project related to candle production tools. I would love to learn more about your experience with candle production tools electronic products. This interview will take about 20 to 30 minutes. If you want to leave the session or take a break at any point, please let me know. Do you have any questions before we start?

Do you mind if I record this session for note-taking purposes? The recording won't be shared with anyone outside of our team.

Warm-up Questions [Build rapport. Get to know the participant]

1. Could you tell us more about yourself.
2. How did you begin and decide on what to sell? Which candles are you currently using?
3. Which websites or apps are you currently using to buy candlestick tools?

Questions

4. How did you get started using electronic candle products? [Motivation: what did merchants hope to achieve?]

Follow-up questions:

- When did it first happen?
- What was the motivation?
- How was the purchasing experience?
- Did you reach your goal?

5. How long have you been manufacturing candles?
 - How do you create your products?
 - (If not electronic) Why did you decide to using electronic products? [Which needs did electronic products meet that other shops failed to meet?]
 6. What motivates you to keep manufacturing candles? [There might be internal motivation to continue purchasing electronic products]
 - Can you share any experiences where purchasing electronic products have positively impacted your business? [What makes users interact with electronic products?]
 7. What are your three favorite candles? [Does the merchants prefer specific types of candles?]
 - What makes it so special?
 - Why do you think these candles might be selling well?
 8. Can you describe your current process for producing candles?
 - What specific tools do you use?
 - What do you use each product for? [Needs]
 - Are there any challenges or pain points in your current process? [Pain points]
 9. What are the key features you look for in candle production tools? [Does merchants have a specific feature?]
- Follow-up questions:
- Are there any specific tools that you find essential?
 - Are there any additional features you would like to see in existing tools? [Behaviors]
10. What is your budget for investing in electronic candle production tools?
 - Are you open to exploring different price ranges based on the value and benefits provided by the tools?
 - Do you prefer to pay in cash or Visa?

Wrap-up

Thank you so much for sharing your experience and insights. Your answers will help our team build a better product. If you have any additional thoughts and comments, I would love to hear about them at any time. I can be reached at amjaadaljassasi@gmail.com. Hope you have a wonderful day.

Study 2: Survey

Background

In our previous study, we learned that merchants like to order online during busy periods with their business. This is a promising opportunity we may be able to target with our product, but more data is needed to better understand the needs and whether they generalize to the larger population of merchants.

Research Goal

This study focuses on better understanding users' needs related to candle production tools, as well as better measuring the extent to which these needs are held by the majority of merchants.

Research Questions

- How can electronic products best support merchants in making candle, particularly during work busy?
 - Which features or techniques are useful?

Method & Recruiting

- Use surveys to collect data from at least 20 merchants.
- Test survey questions with 3 volunteers recruited from our Udacity team
- Sending surveys to a group of merchants via WhatsApp whose responses in our screening performance match our recruitment criteria:
 - Buying online candle tools product(s) at least once a week
 - Have been using electronic candle tools products for at least 3 months

Survey Questions

1. Are you currently using electronic candle production tools in your business?
 - ☐ Yes
 - ☐ No
2. If yes, which specific electronic candle production tools are you currently using?
 - ☐ Automated wax melting machines
 - ☐ Candle pouring machines
 - ☐ Wick cutting and tabbing machines
 - ☐ Candle labeling machines
 - ☐ Other (please specify)
3. How satisfied are you with the performance and functionality of your current electronic candle production tools?
 - ☐ Very satisfied
 - ☐ Satisfied
 - ☐ Neutral
 - ☐ Dissatisfied
 - ☐ Very dissatisfied
4. How frequently do you purchase electronic candle production tools? [Frequency]
 - ☐ Daily
 - ☐ Weekly
 - ☐ Monthly
 - ☐ Occasionally
 - ☐ Rarely
5. What features or improvements would you like to see in electronic candle production tools?
 - ☐ Increased production capacity
 - ☐ Enhanced automation and efficiency
 - ☐ Better reliability and durability
 - ☐ Other (please specify)
6. In the past week, how long was your typical buying products? [How ease it is to use]
Less than 15 minutes
 - ☐ 15 to 30 minutes
 - ☐ 31 minutes to 1 hour
 - ☐ More than 1 hour

7. Which of the following factors would make you more likely to choose one electronic candle production tool over another? [Do merchants have specific goals?]

- ☐ Lower price
- ☐ Better quality
- ☐ More advanced features
- ☐ Longer warranty period

8. In the past month, each time when you order online, approximately what is the total number of products I purchased? [What is the amount of products can digest in each order?]

- ☐ 1–5 products
- ☐ 6–10 products
- ☐ 11–20 products
- ☐ Above 20 products

9. How likely are you to switch to a new electronic candle production tool if it offers better features and benefits?

- ☐ Very likely
- ☐ Likely
- ☐ Neutral
- ☐ Unlikely
- ☐ Very unlikely

Demographic Questions

10. What is your first language?

- ☐ English
- ☐ Arabic
- ☐ Other (please specify: _____)

11. What is your age? [Assumption: People in different age groups might have different learning styles.]

- ☐ Under 18
- ☐ 18–25
- ☐ 26–35
- ☐ Above 36

12. What is your budget range for investing in electronic candle production tools?

- ☐ Less than 15 OMR
- ☐ 15 - 25 OMR
- ☐ 25 - 50 OMR
- ☐ More than 50 OMR