

Candle merchants: Their hopes and dreams

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Executive Summary

Since our product is at a very early stage, our team is interested in exploring available opportunities in candle production tools. We interviewed 3 merchants on their needs, pain points, and what is the provide valuable tools to need the adults merchants.

Key findings

They go to stores to buy candle tools instead of ordering online. Therefore, merchants need an application that meets their needs during periods of busy work throughout the day to save time.



Research Questions

- [Needs] What is necessary in the candle-making industry?
- [Behaviors] What are the types of candles?



3 Participants

We recruited participants from a group of candle makers' merchants

	Purchase frequency	Electronic products they currently use	Products they currently need
Participant 1	Once a week	Candle Mold Candle Wick	Candle Dye
Participant 2	2-3 times a week	Wick Snuffer Candle Mold	Candle sharpener
Participant 3	Over 5 times a week	Candle wick Wick Stickers	Buffalo wax melter





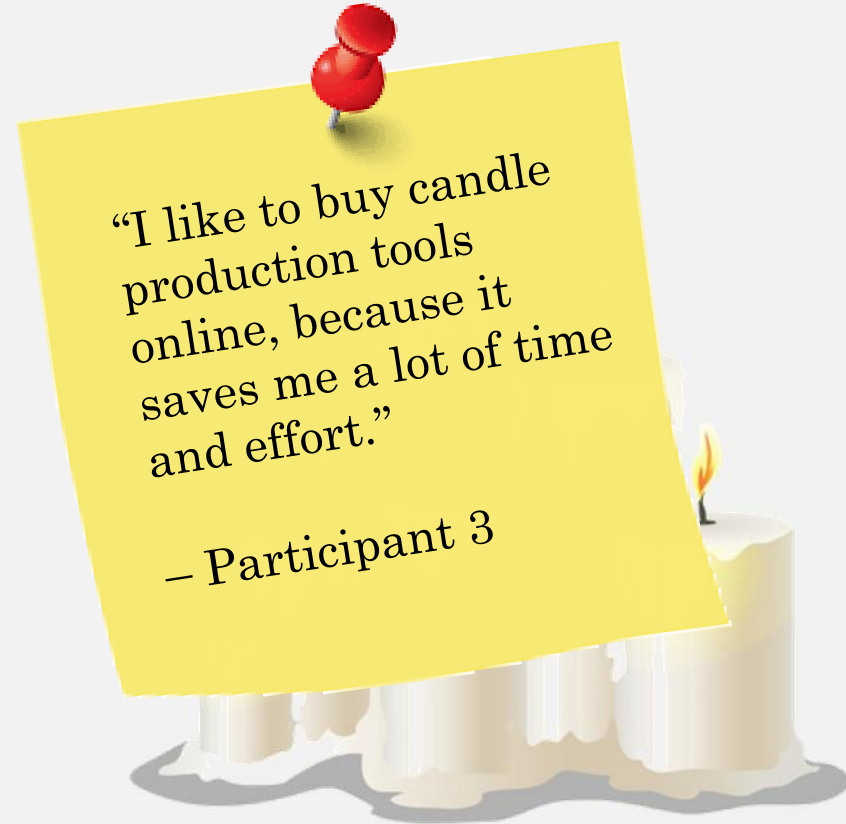
Key finding #1

Traders buy online only to save time



All traders buy during short breaks (about 15-25 minutes) throughout the business day.

Participants do not devote time to purchasing tools. Instead, they take advantage of short rest periods, such as after finishing their work.



“I like to buy candle production tools online, because it saves me a lot of time and effort.”

– Participant 3

Recommendation #1

Our new product can only focus on kinds of candles.

Things to consider:

- There should be several distinct odors
- The product should contain a wide range of colors





Key finding #2

Seeing new technologies and features is the main motivation for candle makers to continue shopping online.



Key finding #...

1 out of 3 participants said that the constant discounts from the app encourage them to continue shopping online.

Emotional design plays a major role in making shopping fun. Transition marks, illustrative images, and ease of use make participants feel motivated.



-Participant 2

Next Steps

- Validate results with surveys
- Conduct foundational studies on how users use tools
- Conduct a design sprint to brainstorm



Appendix



Affinity diagram

