Company: Peralatan Pejabat Jakar

**Background:**

1. What is your current career or occupation, and how many years of experience do you have in this field?
2. Can you briefly describe your current life stage (e.g., student, working professional, retired) and any significant life events or milestones?
3. What is your highest level of education completed?

**Demographics:**

1. What is your gender? (Please select from options: Male, Female, Other, Prefer not to say)
2. In which age group do you belong? (Please select from options: 18-24, 25-34, 35-44, 45-54, 55-64, 65 or older)
3. What is your approximate annual income range? (Please select from options: Under $20,000, $20,000-$40,000, $40,000-$60,000, $60,000-$80,000, Over $80,000)
4. What is the general location of your house address, such as the city or region?

**Interests:**

1. What are your primary interests or hobbies? (Select all that apply, e.g., reading, sports, cooking, gardening, music)
2. Do you have any specific passions or areas of expertise that you are particularly enthusiastic about?

**Goals:**

1. What are your short-term (1-2 years) personal or professional goals that you'd like to achieve?
2. What are your long-term (5+ years) aspirations or ambitions?

**Challenges:**

1. Can you share a common objection or criticism you often encounter in your life or career that you believe is misunderstood or unfairly judged by others?

**Common Objections:**

1. Are there any activities or choices you engage in that you know some people object to or criticize? Please describe.
2. How do you handle or respond to objections or criticism related to your choices or actions?

**Biggest Fears:**

1. What are your biggest fears or concerns related to your life, career, or the future?
2. What is your current career or occupation, and how many years of experience do you have in this field?
3. Can you briefly describe your current life stage (e.g., student, working professional, retired) and any significant life events or milestones?
4. What is your highest level of education completed?
5. What is your gender? (Please select from options: Male, Female, Other, Prefer not to say)
6. What is your approximate annual income range? (Please select from options: Under RM 20,000, RM 20,000 - RM 40,000, RM 40,000 - RM 60,000, RM 60,000 - RM 80,000, Over RM 80,000)
7. What is the general location of your house address, such as the city or region?
8. What are your primary interests or hobbies?
9. Do you have any specific passions or areas of expertise that you are particularly enthusiastic about?
10. What are your short-term personal or professional goals that you'd like to achieve?
11. What are your long-term aspirations or ambitions?
12. Can you share a common objection or criticism you often encounter in your life or career that you believe is misunderstood or unfairly judged by others?
13. Are there any activities or choices you engage in that you know some people object to or criticize? Please describe.
14. How do you handle or respond to objections or criticism related to your choices or actions?
15. What are your biggest fears or concerns related to your life, career, or the future?

Interviewee

Staff – Fhong Siew Fong and Nur Awfiyah binti Abdullah (3/11 3.30pm)

Company representative – Leon Keng Hock (4/11 3.30pm)

Existing customer – Wong Kin Tong (31/10 7.30pm), how wen 1 (actual customer), edric 1

New customer – Amberly (), weibin 1, ChieShen’s dad (1/11 9.30pm)

In-depth Interview Questions  
WeiBin  
HowWen  
Edric  
Ethan

**Demographic**

* What is your gender?
* What is your age?
* What is your income?
* Where are you located?

**Background**

* Career
  + What is your Job Title, Professional Designation(s), Career Path
* Life stage
  + What is your family status, marital status
  + Do you have children?
* Education
  + What is your highest level of education?

**Interests**

* What are your primary sources of information for research and or to make a purchase decision?
* What social media platforms do you use?
* How often do you check social media and your email each day?
* What search engine do you use? What’s the process for you to find something online?

**Goals, Challenges, Fears and Objections**

* Questions to analyze goals, challenges, fears and objections – Understand consumer’s pains and how they try to fight it.
  + Take me back to the time when you needed [INSERT PRODUCT] and tell me what happened?  
    cheap, walking distance, convenient to get drawing materials
  + How did you know about this business?  
    the business is owned by my friend’s parents
  + Trigger you to search for it?  
    need constant supply for drawing materials, used up very quickly
  + “What is the problem you’re trying to solve” – What is the goal and challenge the consumer has  
    Wants to get stationery without bothering my parents, if cannot find the stationery I want, will need to ask my parents to bring me around
  + “Why do you need to solve this problem?” – Understand the consumer’s goals or fears

Drawing is just a hobby and parents are busy, so do not want to trouble them in taking their time to get the supplies to fulfil my hobby.

* + “Why is the problem so frustrating or irritating?” – The challenges the consumer faces  
    Artwork cannot proceed if I lack drawing supplies or lack the necessary drawing supplies
  + “How did you try to solve the problem before?” – the objections and challenges the consumer had  
    Tried online shopping because of difficulties in finding certain stationery in town, however other sellers are selling it with a very expensive price.
  + “What is the main benefit of using this service for you? why?” – The goal that the consumer has  
    Accepts return of faulty products in exchange for new and proper products, able to request for stationery that is not commonly found in other stationery shops (can help source for special stationery)
  + “What do you want this product to do for you?” – understand the goal and challenge the consumer has  
    I want to be able to get stationary without visiting the physical store since I am currently in KL.
  + “What features of the service benefits you the most? Why?” – Understand challenges the user is trying to overcome  
    feel assured that I can get almost all the necessary drawing supplies I need, and can exchange a product with a working replacement product if it turns out to be faulty
  + “Is the service important now or can it wait?” – determine how urgent and important the need is  
    It depends on the specific stationery I need at the moment. For example, for pens I usually buy a few pens at a time and each pen is enough for me to complete an artwork. So the service is not so urgent.
  + “Who else will be using this product/feature?” – understand who the real user is. Perhaps the consumer is buying the product for a relative or a friend.  
    Colleagues, because they are having difficulties in looking for those products.