**Buying Ecosystem Analysis**

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Users of our product, **DecorRight**, can be categorized into three different groups: individual users, furniture companies, and contractors. The groups’ buying ecosystem is as detailed below.

1. **Individual user**
   1. ***Economic Buyer***: individuals, friends, families or relatives paying for DecorRight’s service
   2. ***Technical Buyer***: individuals, friends, families or relatives caring about DecorRight’s quality of customer service.
   3. ***User Buyer*:** individual users looking for affordable ways to design/decorate/remodel their living spaces including renters, home owners; small business owners etc.
   4. ***Influencer***: customers with positive experience, close friends, peer groups and relatives, decor hobbyists, advertisements, good reviews, good comments, early adapters
   5. ***Coach***: close friends, peer groups and relatives having satisfying experience, advertisements, good reviews, good comments, early adapters
   6. ***Saboteur***: technological laggards, disgruntled customers, bad reviews, bad comments.
2. **Furniture companies**
   1. ***Economic Buyer***: the marketing manager who decides whether or not to spend money to advertise their products on our platform.
   2. ***Technical Buyer***: the IT department who is going to help set up the links and APIs that our platform could use to redirect traffic to their websites or automatically make purchases.
   3. ***User Buyer***: sales department who uses our app to drive sales
   4. ***Influencer***: individuals who enjoyed using our services; advertisements for our products, economic and competitive advantages our services will provide, potential market and user traffic that our platform could generate for furniture companies; good reviews.
   5. ***Coach***: the marketing department who decides whether our app is a good advertising venue for the company
   6. ***Saboteur***: Companies with their own interior design AR capabilities and wish to monopolize the market themselves
3. **Contractors**
   1. ***Economic Buyer:*** the contracting company managers that decide whether there are greater financial opportunities by reducing costs associated with hiring an interior designer.
   2. ***Technical Buyer:*** the IT department who needs to see if our platform has the security needed to protect the data of their customers and whether or not, the workers will be able to use the platform efficiently.
   3. ***User Buyer:*** the construction manager that will use the app to expand the service to the clients.
   4. ***Influencer:*** the individual contractors that look at the platform as a way to progress their own image and support the integration of the app into the field of interior design.
   5. ***Coach:*** the CEO of the company that views your platform as a path to take their sales to the next level or a short-lived fad and fancy tech that is not worth the time.
   6. ***Saboteur:*** old school interior designers that look at the new technology as a way to block out the human aspect of the process and retain their own status.