1. Should we do physical interview
2. What kind of questions should we ask
3. Which companies should we contact
4. Questionnaire platform?

3 types of users

Assign two people to research for each group of people

Different types of questions for each type of user

VERY IMPORTANT- The purpose of this research is to flesh out the problem. Ask if the problem of interior design is a real problem that needs a solution. We are not asking if they like our proposed solution, we are trying to gather research to formulate our solution around. We need to avoid bias in responses.

* Individual Users- Jonathan
  + Put out form to wide audience with the first couple questions finding out if the survey respondent is in our target market
* Retail stores- Landry, Yu-Fang, Khanh
  + Reach out to large furniture stores (Wayfair, Ikea, Amazon)
  + Ask about what they do to help customers find out how their products fit for an individuals needs
* Contractors- Jonathan, Jiawei, Pedro
  + Reach out to interior designers
  + Find out if they have trouble reaching new clients and if a platform to do so would be helpful
  + How they go about visualizing potential designs with their clients
  + How do they offer suggestions based on their client’s needs

List of questions to ask

* Individual Users
  + In the next two years, will you be moving into a new space or doing a remodel of your living space?
  + How do you get interior design ideas? From catalogs of IKEA? Or searching on Google?
  + Do you think interior design is tiring?
  + How likely are you to use a free platform to automatically interior design recommendations specific to you and your space?
  + How likely are you to use a platform that provides independent an optimistic furniture review and recommendations
  + How likely are you to be interested in a platform that where you can order all your furnitures (from same or multiple companies) in one place with guaranteed quick delivery
  + How likely are you interested in a platform that connects you to contractors who can help you assemble and install your furniture after delivery, at your own convenient time.
* Retail stores/furniture companies
  + Ask about what they do to help customers find out how their products fit for an individuals needs
  + Are you interested in knowing groups not your target customers?
  + How likely are you to be interested in a platform that directs massive traffic of furniture buyers to your store?
  + How likely are you to be interested in a platform where you can actively advertise your products to millions of potential customers?
  + How likely are you to partner with a company that ensures safe and quick delivery of your products to your customers?
  + Do you find that your customers sometimes have trouble imagining your products in their homes?
  + What are the factors that are currently preventing you from making a sale right now?
  + Do you believe that the furniture displays in the showroom are enough for a customer to experience your products?

List of furniture companies in Boston area:

<https://www.bostonmagazine.com/property/furniture-stores-boston/>

* Contractors
  + Find out if they have trouble reaching new clients and if a platform to do so would be helpful
  + How they go about visualizing potential designs with their clients
  + How do they offer suggestions based on their client’s needs

List of contractors in Boston area:

<https://www.houzz.com/professionals/general-contractor/boston>