

PRIMARY RESEARCH

Creative Idea: Hand Massage Glove

Interview 1 (Fuad Abdi):

Question: Do you frequently experience hand fatigue or pain?

Answer: Yes, I do. I work in construction and often have to use my hands for heavy lifting and precise tasks. By the end of the day, my hands are usually sore and fatigued.

Question: Have you ever used any products or services for hand massage?

Answer: I've tried a few hand creams and balms, but they only provide temporary relief. I've also considered professional hand massages, but they can be quite expensive and time-consuming.

Question: Would you be interested in a product that could provide a hand massage at your convenience?

Answer: Absolutely! That sounds like a great solution. It would be really helpful to have a device that I could use whenever I needed, without having to schedule an appointment or spend a lot of money.

Interview 2 (Sjoerd van der Sluis):

Question: Do you frequently experience hand fatigue or pain?

Answer: As a writer, I spend a lot of time typing on my computer. This often leads to hand fatigue and occasional pain.

Question: Have you ever used any products or services for hand massage?

Answer: I've tried some wrist exercises and stretches, but I haven't used any specific products for hand massage.

Question: Would you be interested in a product that could provide a hand massage at your convenience?

Answer: Yes, I would be interested in trying out such a product. It would be great to have a way to relieve hand fatigue without having to stop working.

Interview 3 (Fleur van Roosmalen):

Question: Do you frequently experience hand fatigue or pain?

Answer: Yes, I do. I'm a teacher and I spend a lot of time writing on the board and grading papers, which can be quite tiring for my hands.

Question: Have you ever used any products or services for hand massage?

Answer: No, I haven't. I usually just try to rest my hands when they start to hurt.

Question: Would you be interested in a product that could provide a hand massage at your convenience?

Answer: That sounds like a wonderful idea! I would definitely be interested in a product like that. It would be a great way to relax and take care of my hands after a long day of work.

Creative Idea: Helmet Afro Protector

Interview 1 (Rob Varekamp):

Question: Do you frequently wear helmets for your activities?

Answer: Yes, I do. I ride my motorcycle to work every day, and I also enjoy mountain biking on the weekends.

Question: Have you ever experienced discomfort or hair damage due to wearing a helmet?

Answer: Yes, definitely. My afro hair often gets flattened and tangled when I wear a helmet. It's quite uncomfortable and it takes a lot of time to restyle my hair afterwards.

Question: Would you be interested in a helmet that protects your hairstyle?

Answer: Absolutely! That sounds like a great solution. It would save me a lot of time and hassle, and I wouldn't have to worry about damaging my hair.

Interview 2 (Jimmy Mansfield):

Question: Do you frequently wear helmets for your activities?

Answer: Yes, I do. I'm cycling daily, so I wear a helmet almost every day.

Question: Have you ever experienced discomfort or hair damage due to wearing a helmet?

Answer: Yes, I have. My braids often get squished and messed up under my helmet. It's not only uncomfortable, but it also ruins my hairstyle.

Question: Would you be interested in a helmet that protects your hairstyle?

Answer: Yes, I would be very interested in that. It would make wearing a helmet much more comfortable, and I wouldn't have to worry about my hair getting ruined.

Interview 3 (Cody Johnsson):

Question: Do you frequently wear helmets for your activities?

Answer: Yes, I do. I'm a skateboarder, so I always wear a helmet when I'm practicing or competing.

Question: Have you ever experienced discomfort or hair damage due to wearing a helmet?

Answer: Yes, I have. My afro hair gets really flattened and frizzy when I wear a helmet. It's quite uncomfortable and it's frustrating to have to fix my hair every time I take off my helmet.

Question: Would you be interested in a helmet that protects your hairstyle?

Answer: Yes, that sounds like a great idea! It would be really helpful to have a helmet that doesn't mess up my hair. I would definitely be interested in trying out a product like that.

Creative Idea: Glasses that count your daily food intake

Interview 1 (Hamza Epke):

Question: Do you frequently monitor your food intake?

Answer: Yes, I do. I'm currently trying to lose weight, so I keep a food diary to track my calories and macronutrients.

Question: Have you ever used any products or services for tracking your nutrition?

Answer: Yes, I've tried a few different nutrition tracking apps. They're helpful, but it can be time-consuming to log everything I eat.

Question: Would you be interested in a product that could provide real-time nutritional information?

Answer: Absolutely! That sounds like a great solution. It would save me a lot of time and make it easier to stay on track with my diet.

Interview 2 (Marielle Rooijackers):

Question: Do you frequently monitor your food intake?

Answer: Yes, I do. I have a medical condition that requires me to monitor my diet closely.

Question: Have you ever used any products or services for tracking your nutrition?

Answer: Yes, I've used a nutrition tracking app and a food scale to measure my portions.

Question: Would you be interested in a product that could provide real-time nutritional information?

Answer: Yes, I would be very interested in that. It would make it much easier to monitor my diet and manage my condition.

Interview 3 (Alex Lubega):

Question: Do you frequently monitor your food intake?

Answer: Not really. I try to eat healthily, but I don't keep track of everything I eat.

Question: Have you ever used any products or services for tracking your nutrition?

Answer: No, I haven't. It seems like a lot of work to log everything I eat.

Question: Would you be interested in a product that could provide real-time nutritional information?

Answer: That sounds interesting! I think it could be a good way to learn more about my eating habits and make healthier choices.