

Hypotheses to Test:

Problem Hypothesis: Duke students face significant challenges when trying to sell or store their furniture at the end of the academic year / summer.

Test: Ask students about their experiences with selling/storing furniture during summer breaks. Explore the difficulties they encounter in this process.

Current Solutions Hypothesis: Students currently use platforms like DukeList, Facebook Marketplace, or storage companies, but these options are not tailored to their specific needs (e.g., price, convenience).

Test: Ask which platforms they use for buying/selling and their experiences with them. Probe whether those solutions meet their needs in terms of pricing, timing, and convenience.

Storage Hypothesis: Students would be willing to pay for affordable storage services if they could store items temporarily during summer or while waiting for items to sell.

Test: Gauge their willingness to pay for storage and if they've faced issues with current storage options (e.g., cost, location, convenience).

Marketplace Hypothesis: An auction-style marketplace with a storage option and affordable delivery would be attractive to students looking to buy or sell items.

Test: Ask if the auction format and storage services would improve their buying/selling experience, and whether they find these features compelling.

Pricing Hypothesis: Students would value data-driven price recommendations to help them list their items competitively and quickly sell them.

Test: Ask how they currently set prices, what issues they ran into while selling items, and if they would be interested in price guidance from the platform.

Customer Interview Questions

1. Can you tell me a bit about yourself? (Year, major, living situation, etc.):
 - a. Year
 - b. Are you a domestic or international student
 - c. Living Situation (on campus or off campus)
 - d. If Off campus
 - i. Do you live in a fully furnished apartment
 - ii. How long is your lease
2. Have you bought or sold furniture/items while at Duke? If so, can you share your experience?
 - a. Do you prefer buying new items (furniture or appliance) or second-hand? Why?
 - b. If bought second-hand items

- i. What platform did you use to buy the item(s)?
 - ii. How often do you buy second-hand items from other students?
 - iii. How was your experience with that platform?
 - iv. Are there specific types of items you prefer to buy second-hand?
 - c. If sold items
 - i. What platform did you use to sell the item(s)?
 - ii. How was your experience with that platform?
 - iii. Did you feel like the item(s) was/were sold at a fair price? Why/Why not?
 - iv. How long did it take you to sell that item?
 - v. If you cannot find a buyer right away, how do you manage that item?
 - vi. Are there specific items you find harder to sell?
 - vii. What is the biggest issue you have encountered when trying to sell items (e.g. no-shows or last-minute cancellations from buyers etc.)?
 - viii. Would you be interested in storing items you want to sell while the sale is ongoing?
- 3. Do you move out of your residence at the end of the academic year?
 - a. If yes
 - i. How do you usually handle the move out process out of your dorm or apartment at the end of the year?
 - ii. Do you store or sell your items when moving out for the summer?
 - 1. If stores item(s)
 - a. Where do you store the item(s)?
 - b. What options do you consider?
 - c. How important is affordable storage to you when considering options?
 - d. How much does it cost you (roughly)?
 - e. What are the biggest issues you have encountered around storing items?
- 4. Would you be interested in a second-hand marketplace that offers easy-to-access storage service? Why or why not?
 - a. If yes
 - i. Would you be interested in the option of storing the item you are buying/selling (e.g. for items that don't sell quickly)?
 - ii. Would an auction-style format appeal to you? Why or why not?

General Questions

- 5. Would you be interested in a platform that offers storage options for your purchases? Why or why not?

6. How do you usually set your prices? What factors influence your pricing decisions?
7. If you were to sell an item but couldn't find a buyer right away, how do you manage that item?
8. How important is the option for temporary storage for items that don't sell quickly?
9. If you could design an ideal platform for buying, selling, and storing items, what features would be most important to you?
 - Probes:
 - Would an auction-style format appeal to you? Why or why not?
10. If I were to give you access to a platform that allows you to easily buy, sell second-hand items from other students, while providing you access to an affordable storage service, would you sign up for it and use it? Why/Why not?