Introduction:

Chris to provide a video introduction to the project.

Activity 1: Respondent Introductions

Instructions:

Question Type: Media Response, additional media optional

"Hi there! Thanks for joining us. To start, could you share a little about yourself and your household? Who lives with you, and what’s your living situation like—apartment, house, or shared living?. Please upload a short video, one minute or less."

Activity 2: Your Style and Philosophy

Instructions:

Question Type: Media Response, additional media optional

"Next, let’s talk about your approach to home decor and interior design:

* How would you describe your style?
* Are there any particular influences or inspirations that shape your choices?
* Do you have any specific goals or philosophies when it comes to decorating your space? I’d love to hear about them!

Please upload a video, 1 to 3 minutes long to share your approach."

Activity 3: Project Motivation

Instructions:

Question Type: Media Response, additional media optional

"Now, let’s get into some details on the accent lighting project that you originally uploaded. Upload a 1 to 3 minute video talking about what inspired you to take on this project. What personal or aesthetic goals were you hoping to achieve? How does having this project completed make you feel, what benefits does it bring to your space?"

Activity 4: Sources of Inspiration

Instructions:

Question Type: Text Response, additional media optional

"Let’s explore your creative process! Where did you look for inspiration for this project? Did you turn to social media, magazines, or maybe advice from friends? If you have any specific images or ideas that influenced your design choices, please share them with us! Please upload a text response and add any pictures or weblinks that are helpful in your explanation.”

Activity 5: Lighting Choices

Instructions:

Question Type: Media Response, additional media optional

“Let’s talk about the choices and trade-offs for a project like this. There are a lot of choices when it comes to lighting, why did you choose the setup that you did? What other options did you explore and why was this your final choice? Are there any design aspects that were particularly appealing or important to you? Please upload a 1 to 3 minute video detailing the options you thought about. Feel free to include pictures or weblinks if it’s helpful in your explanation.

Activity 6: Step-by-Step Walkthrough

Instructions:

Question Type: Media Response, additional media optional

"Now, let’s get into the details. Could you provide a step-by-step walkthrough of how you completed the installation of your project? I am looking to understand your process of getting things installed and getting everything in the spot you wanted it in. If there are any unique techniques or approaches you used, we’d love to hear about them!" Please upload a 2 to 5 minute video sharing your approach, include video of the project and point out activities.”

Activity 7: Tools and Materials

Instructions:

Format: Text Response, additional media optional

"Let’s talk tools! Could you list all the hardware and tools you used for your project? How did they perform? Were they easy to use, or did you face any challenges?

* How is the lighting set in place? (nails/screws/adhesives?). What worked well and what did not?"
* What tools did you use during the installation?

Please upload a text response listing the hardware and tools with some comments based on the questions above. Feel free to include pictures or weblinks if its helpful in your explanation. “

Activity 8: Pain Points

Instructions:

Question Type: Media Response, additional media optional

"Every project has its challenges. Could you share any difficulties or frustrations you encountered while working on this? If possible, show us in the video what was most time-consuming or tricky. Please upload a 1 to 4 minute video sharing your challenges."

Activity 9: Future Improvements

Instructions:

Question Type: Media Response, additional media optional

"Looking ahead, if you were to do a similar project again, what would you do differently? Do you have a wish list of features or tools that could make the process easier or more enjoyable? What are the ‘must have’ options or features that you would include? Are there features or options that you wish you could include but are difficult to make happen? Show us how they would help if you can! Please upload a 1 to 4 minute video."

Activity 10: Write a letter

Instructions:

Question Type: Text Response, additional media optional

“Now I’d like you to imagine that a friend of yours is thinking about installing a similar project in their home and is asking for your advice. Write a letter outlining what you think is the most important pieces of advice for completing a successful project like this. Feel free to upload any pictures, video or weblinks that are helpful”

Activity 11: Closing Message and Potential Follow-Up Questions

Question Type: Notice

"Thanks for sharing all your thoughts on these lighting projects! We may have some follow-up questions based on your responses, be on the lookout for any follow ups while the project is still open. Feel free to elaborate on any points that need clarification or additional detail."