Idea:
A computer building app that assists in finding you the perfect computer/computer parts based on your preferences

Elevator pitch:
An app for people looking to buy a new computer or upgrade the one they have. They can input their preferences into the app
and get recommended results which will redirect them to where they can purchase said computer or part.

3 Assumptions:
people looking for a new computer have difficulty finding what they want.
people looking for a computer online don't know if there are cheaper options.
people who need a new computer will find it easier to download and use the app to find their perfect computer.

problem statement:
Identify the most important things people look at or decide on when buying a computer

Questions:
Do you own a computer?
What difficulties do you have when searching for a new a computer?
What is the most important thing you look for when buying a computer(OS, Price, etc)?
what would be your budget for buying a computer?
What is your OS preference?
what size computer do you prefer?
How interested are you in building computers?

3 Key findings:
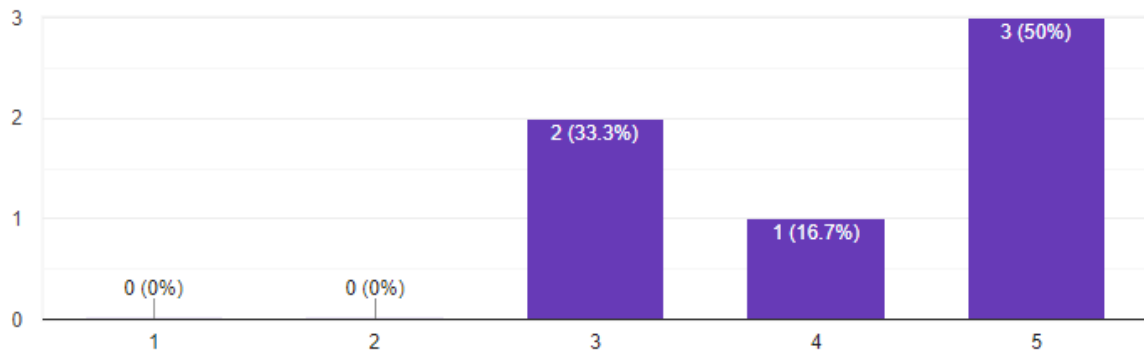most participants are moderately or very interested in building computers.
most common thing participants look at when buying a pc is price.
most participants would spent over $1000 for a pc

I was surprised at the budget size of most participants and the interest in building computers being so high
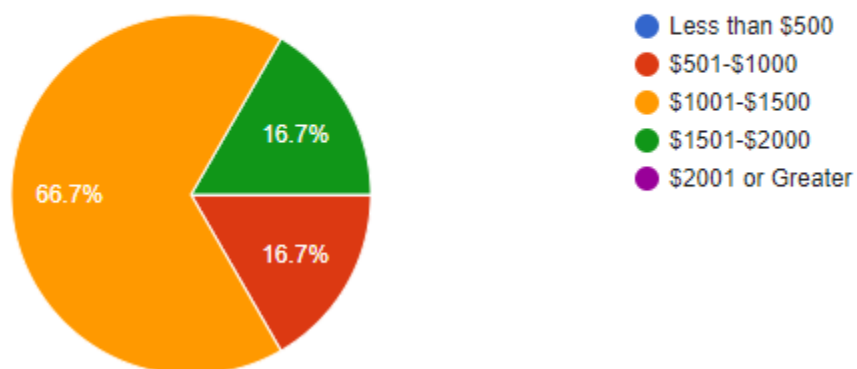
How interested are you in building a computer?

6 responses

What would be your budget for buying a new computer?

6 responses

I was able to answer my problem statement,
Identify the most important things people look at or decide on when buying a computer: #1 Price, #2 performance.

What I learned:
I need to ask whether or not the user prefers a Desktop computer or a laptop.
I should ask how likely they would use the app if it was available.