

Room Size	Aesthetics	Transportability	Efficient Sourcing
Job Because of the smaller size of dorm rooms, furniture needs to be both functional and size-friendly to fit in the dorm. Amber Le	Job Smaller room, had to look for compact furniture that would fit and optimize space Victoria Nguyen	Gain Finding unique items/furniture off of Facebook Marketplace Ryan Chiang	Pain Difficult to find options that match room aesthetic (cost-benefit analysis) for their furniture, as well as an aesthetic design. Amber Le
Pain making sure the sizes fit in living space Kaleen Chen	Job should be able to be appropriate for room [intent] Thien-Kim Dang	Gain Students look for furniture that is simple yet aesthetically-pleasing Amber Le	Pain Difficult to find options that match room aesthetic (cost-benefit analysis) for their furniture, as well as an aesthetic design. Kaleen Chen
Job Making sure sizing fits in living space and in transportation vehicle Kaleen Chen	Gain Compact in order to leave room for other items Victoria Nguyen	Goal Furniture helps establish one's aesthetic/design choices Ryan Chiang	Gain Creating an aesthetic living space Kaleen Chen
Functionality	Quality	Price/Affordability	
Job • being able to attain furniture that is compatible with users' needs and priorities Thien-Kim Dang	Job Creating furniture that has multiple uses (ex: sofa & couch in one) Chae Won Yun	Gain Functional and inexpensive furniture Kaleen Chen	Gain Discovering one's aesthetic/design through furniture Ryan Chiang
Job • furniture should be multifunctional Thien-Kim Dang	Gain creating furniture that is light and durable Kaleen Chen	Pain most furniture pieces serve one dimensional functions at a high price Thien-Kim Dang	Pain Furniture should be able to work well within living space (e.g. drawers should be able to open up all of the way) Amber Le
Gain have decent quality furniture Thien-Kim Dang	Gain furniture preferred to have decent quality Thien-Kim Dang	Pain Low-quality furniture is only used for a short amount of time and is quickly replaced Amber Le	Job Current furniture in dorms try to maximize storage space but may not be the most aesthetically pleasing Amber Le
Job Find furniture that can be used for different purposes to optimize space in small rooms Victoria Nguyen	Pain Lack of variety in the furniture sphere Ryan Chiang	Job Furniture should be able to last for at least the duration of the time the student is in the dorm Amber Le	Gain Find quality furniture that will last Victoria Nguyen
	Pain Difficult to find options that are good quality for the price Victoria Nguyen	Job Find quality furniture that will last throughout the years to avoid constantly having to repurchase Victoria Nguyen	Job Access furniture at the cheapest prices Ryan Chiang
	Job Furniture can be used for the entirety of the school years Ryan Chiang	Pain Prices can be too high for used pieces Kaleen Chen	Pain Feared having to buy furniture for completely new and having to spend all that money for a short time living in the apartment Victoria Nguyen
	Pain Difficult to find options that are good quality for the price Victoria Nguyen	Gain Comparing pricing and making sure it's affordable Kaleen Chen	Gain Finding a reasonable price point since target audience is college students Chae Won Yun
	Job Creating an appealing product for college students Chae Won Yun	Job Affordable furniture on FB Marketplace that has likely been repurchased by many different students throughout the years Victoria Nguyen	Gain • need to be on more affordable side of furniture Thien-Kim Dang
	Job Having a strong positive image of the brand and product Chae Won Yun	Job Discover unique pieces for a second hand price Ryan Chiang	Gain Affordable furniture on FB Marketplace that has likely been repurchased by many different students throughout the years Thien-Kim Dang
	Pain Most college furniture does not last long enough to use in homes after college Chae Won Yun	Job Furniture should be relatively inexpensive Amber Le	Pain Students (especially out-of-state) do not have a high budget to spend on very expensive pieces Amber Le
	Gain Having a strong positive image of the brand and product Chae Won Yun	Job Find furniture that is affordable Victoria Nguyen	Gain Affordable prices on furniture make it helpful for college students to finance Ryan Chiang
		Job Cheaper furniture is generally smaller so easier to transport Victoria Nguyen	Pain Difficult to find affordable options Victoria Nguyen
		Job Discover unique pieces for a second hand price Ryan Chiang	Gain Reaching a wider consumer basis Chae Won Yun
		Job Find furniture that is affordable Victoria Nguyen	Pain Sourcing materials for a wide variety of price ranged furniture pieces is difficult Chae Won Yun
		Job Cheaper furniture is generally smaller so easier to transport Victoria Nguyen	