User interview Documentation

Week10- Week12

APPENDIX 1

Summary

IconX is an estate company which start from a small start-up and until now is gradually on the right path. The interviewee is one of the marketing specialist. The useful advice is like button to display how many people interested in a startup, verify step by step. And this interviewee don't mind post ideas online and have way to protect it. And commend section.

Transcript

Q: How will you find a partner to begin a start up? Which step you find is important?

By anouncement, find from my friends or somebody, it can be anyone that I have cooperation before. I would willing strat from the people I know.
Find investor, getting enough funds is the most important part.

Q: Why?
 Money is important in the during all the steps.

Q: My have mentioned that you willing to start from the people you know. What is your view about find someone you may not meet before? And how.

I will but I may take it very carefully. I have find parner online before which by search the people have specially skill on a profile website. At first I find this person have the skill that I want and then talked with detail by email.

Q: What' your opinion if there is an online platform about begin a startup, everyone can register and post their own start-up request. However they can look through others one and choose to cooperate or not.

The idea is interesting, if there is a chance I would try this. It may also have some trick problem to protect your core idea. But the most important thing is the platform should have enough resource at the very beginning, take care to build the confidence between the user, it may get risk for the trust issue.

Q：For the trust issue. Do you have any advice to collect trusts from user? How will you build the confidence between the user?

I would recommend let all the user register with their real IC. It doesn't mean user need to show their real identification online, their can choose what can show in the public. Once there are some seriously problem happen , the admin can find the person who should be responsible for this. However the platform should mention about this in account register.

It's not 100% avoid the risk for the investor. but it is normal for the investor, they should have analysis, investment risk analysis, to reduce the risk.

It can add commend section, every user can leave their view for the idea or anything about the specific startup. It just another way to reduce the risk. It can also add a like button, like other other community website. User can know how many people have look though or interesting in this startup. And it can also add into filter, so user can search for the hot topic.

Q : You have metioned for the idea protected issue. What's your opinion for posting ideas online in a real startup? How will you avoid for others copy the ideas?

It is tricky problem. I don't mind post my idea online. I definitely will protected the core part, use my way. I can give you an example, there is a hot tour trip line and every travel agency may have similar trip, I mean idea is similar. The price, time, hotel can be the reason to choose an agency. And everyone have different core point. This one have lower price, and others one may have better hotel. You can't avoid similar ideas. When I doing a startup I will avoid post the most important part online.

Q: If you post a startup request in the platform how will you attract the user to look through your post? Or as a normal user which part will you pay attention?

I probably focus the Investment return. When I begin a start up, the investment return is an important part. If I don't like the return I'm not attend the start up. I need to know what I can get from this startup. It would be better if can add return in the filter, research or some where. I can have clearly idea about the benefit for the startup. Well, the industry categorized
should be simple and clearly, user can easy to know the type of the start up.

Q: Is there any other advice?

I would recommend to add verify for every step. User need to verify their real IC, verify their profile, and so on. It's really help to build the great trust between user and this platform.

And add like button, user can search by this filter. In the one hand will build the trust for user and in the other hand it is a way to promote the their product or whatever they want to do. It's also a way to publicity, can be a benefit for the user.

APPENDIX 2

Summary

This interviewee is a UQ student which finished a diploma in Singapore. And have experience to attend a start up. The useful advice is trustworthiness credit, the user with higher cried can access more function. Verify IC.

Transcript

Q: Have you attend some start up or Do you have any experience?

Yes, in Singapore have attend a startup, igloohome, a startup about smart door lock. It's a small group of young people, work with a great environment.

Q:If you want to begin a startup which step you think is most difficult? And how will you solve this?

I think the most difficult part is how to promotion the product and let market recognised. I think I will find the professional market specialist for my product.

Q: What' your opinion if there is an online platform about begin a startup, everyone can register and post their own start-up request. However they can look through others one and choose to cooperate or not.

If there really have this kind of platform, I would definitely use it, get the full use of this chance. It's a interesting way to search a startup partner. But I may focus on the people's profile. If I'm interested in a startup, I would search those guys profile, I need to know what they have done before, and What skill they have, and if there are others willing to attend this startup and I may trust them more.

Q:What feature you want to use in this platform? What will attract you to use this?

If have a ot user use this, I would use also. Like facebook, all my friends have an account, I will use also. And the platform can verify the user's information, I believe it's important and user will feel safe while use this platform. You can organized some really events, introduce some successful example, like the successful startup in your platform. Then, if the platform will recommend some similar startup which you may interested will be better.

Then, it can add some tags for use profile or startup. It can indicate the location, types, anything important, if it possible can add credit, credit about trustworthiness.

Q: U have mention trustworthiness, What method do you think can verify user's trustworthiness? Or it there anyway to enhance the trust between the users?

Verify through each step, user register with real IC. I think user can use more function in the platform if they have highly complete information. Like, many website, if the user is member, they can use more serivce. Ur platform can use similar way, if this user complete more infor, and all have verific then this one can use more service, encourage user.

APPENDIX 3

Summary

This interviewee have attend the UQ ilab and have experience in startup. The interview time is limit since the interviewee suddenly have another plan. Useful advice is chat box, commend section and feedback section.

Transcript

Q: Have you attend any startup before?

Though the UQ ilab, i have attend some startup and meeting with different people, student can also do intern in those company, if they doing well.

Q: What is the most difficult part if you want to do a startup? How will you solve this?

I think is experience, when I start this at first time, I don't have many experience for doing a startup, I don't know how to start, where can I find the source, find the parent, investor. I have found someone have experience and can help me at first, a direction. So I can know what I need to do next.

Q: What' your opinion if there is an online platform about begin a startup, everyone can register and post their own start-up request. However they can look through others one and choose to cooperate or not.

Really interesting idea, I would use this platform. if I can attend more startup I can have more experience. Even if the startup did not complete at last, I can still learn from this.

Q: What feature you want to use in this platform? What will attract you to use this?

A highly complete information display, both user or startup. The UI should be user-friendly and like many social community channel, if more people use it, I will definitely use. And platform should reduce the error display.

A commend section for each post, startup post, people can leave their comments. I would willing to use this platform if I can get more information. And chat box for user can directly communication.

Q: U have mentioned the chat box, what function or what feature you want to see in the chat function?

Those methods I have talked before and I hope the I can chat with anyone even the admin.

Q: When you look though a startup what any other function you want to see in the platform?

I will focus on the process, plan and the topic. The types of the topic and what they plan for the future, if those information is on the post.

Q: Is there any other advice for this?

I prefer to see a feedback section for the platform. All the user can given feedback, like may other website or application.