Total number of interviews: *8*

Theme	Example quotes or excerpts	No. of people to express theme e.g. 3 interviewees	No. of references e.g. 73 references	Notes/Comments What does this mean for your design?
"Cost sensitivity"	*"Well, um, I have always wanted one but I always thought that they were expensive... like $200 or something ... I might get one second hand I guess (JENNY)"* *"Normally if it is expensive it is going to be better quality. Cheap stuff - well you know that will break. I'd probably save up for one (John)"*	III	~~HH~~ ~~HH~~ ~~HH~~ II	*Most interviewees liked the product but Three people considered it to be expensivE. Could reduce the build cost and price point, but will need to be cautious of making it too cheap - and reducing the perception of quality.*