

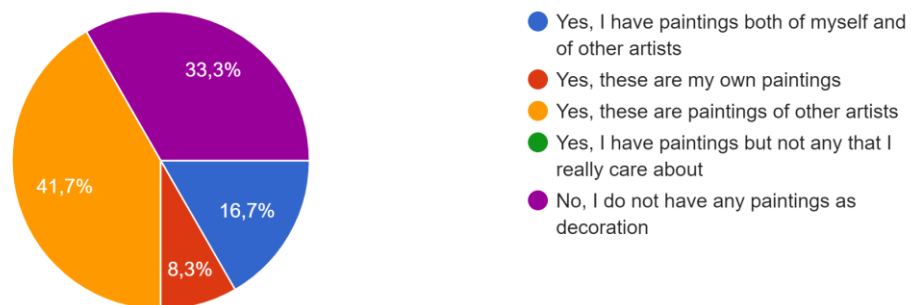
Transcription User Research

We did research on what information we could get on our target audience. We did physical interviews at a library, café and a furniture store, because people interested in art and decoration are our targeted audience. With the answers of the interviews, we will know that we are satisfying most of our target audience. The answers will determine what we will be focusing on at the service that we will be providing. 13 people answered this survey, some questions could be answered with multiple answers. One interview was done with answers of two people.

Do you have paintings as decoration in your workspace? if so, are these your paintings or paintings of other artists? 66,7% of the people interviewed owned a painting by either themselves, another artist, or both.

Do you have paintings as decoration in your workspace? if so, are these your paintings or paintings of other artists?

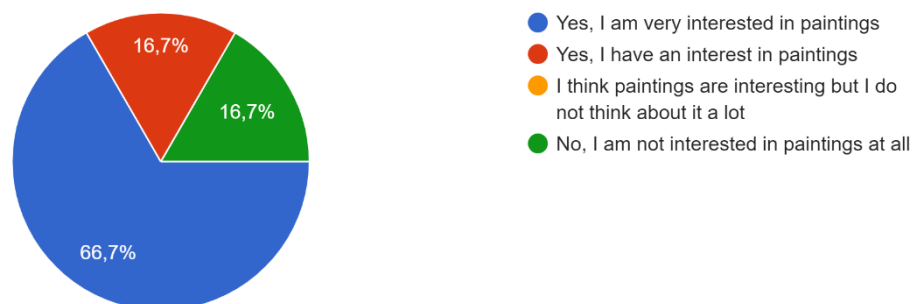
12 antwoorden



Are you interested in paintings? Most of the people had a noticeably big interest in paintings.

Are you interested in paintings?

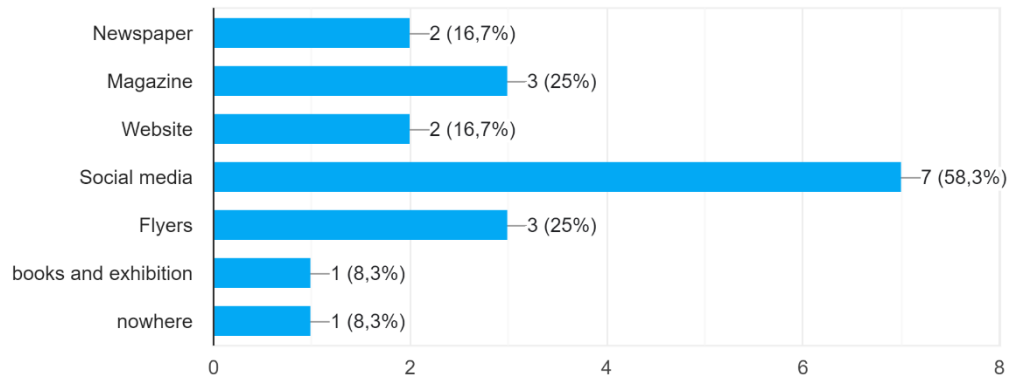
12 antwoorden



Where are you most likely to get intrigued by art? More than half of the people are most likely to get intrigued on social media. After that it would be in magazines and flyers.

Where are you most likely to get intrigued by art?

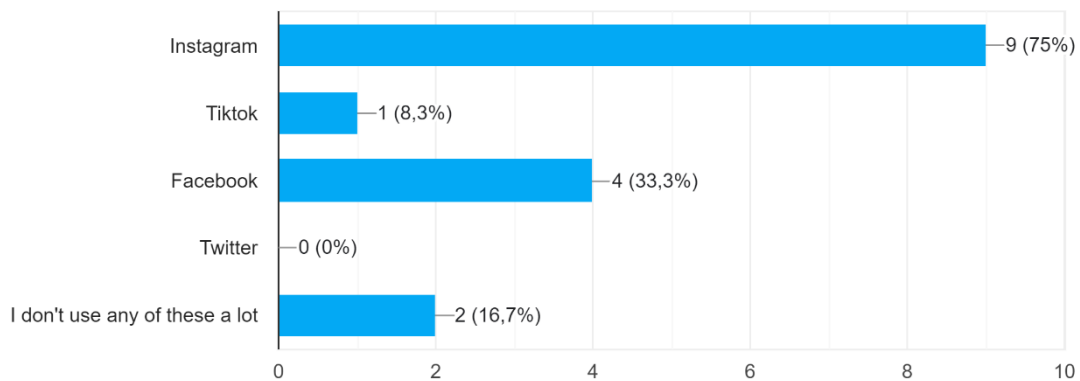
12 antwoorden



Which social media do you use mostly? 75% uses Instagram the most.

Which social media do you use mostly?

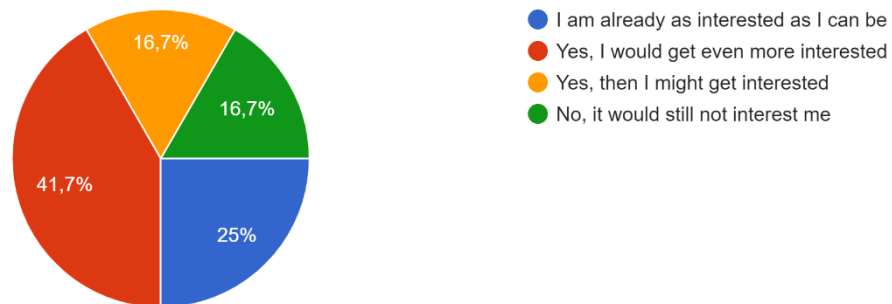
12 antwoorden



If you see art on a social media that you use every day, would you get more interested in paintings and/or the artist? 58,4% said they would get interested if they saw more art on this social media. 25% said it would not make much difference because they are already extremely interested.

If you see art on a social media that you use every day, would you get more interested in paintings and/or the artist?

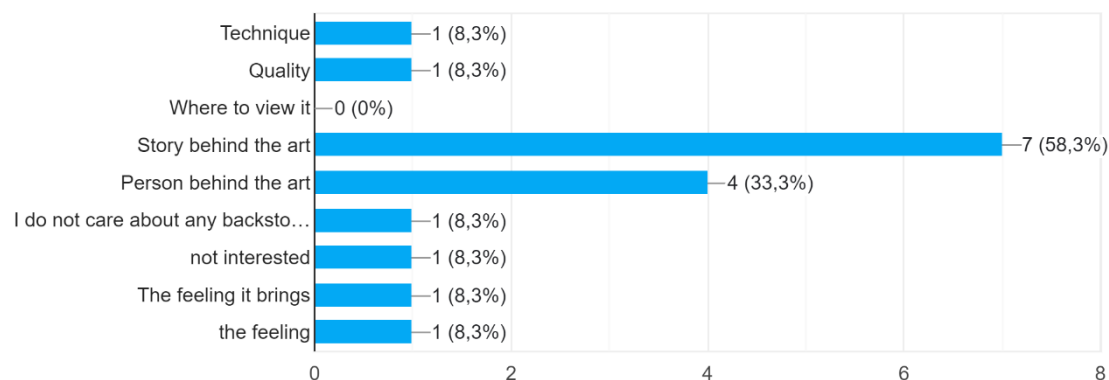
12 antwoorden



What is important for you to know about the art to appreciate it? People are most interested in the story and person behind the art.

What is important for you to know about the art to appreciate it?

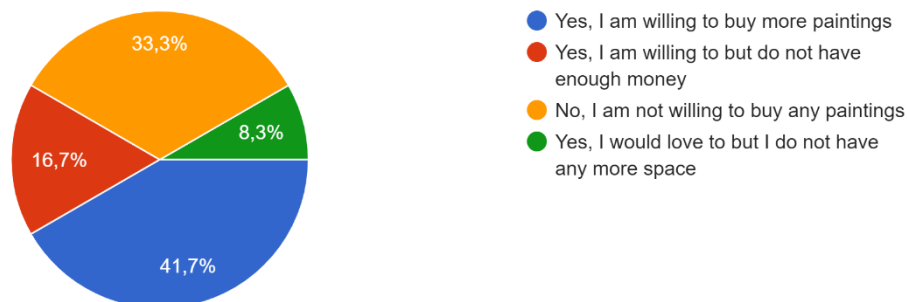
12 antwoorden



Are you willing to buy (more) paintings as decoration for in your workspace? 58,3% is willing to buy (more) paintings. 16,7% of this says money is what is stopping them.

Are you willing to buy (more) paintings as decoration for in your workspace?

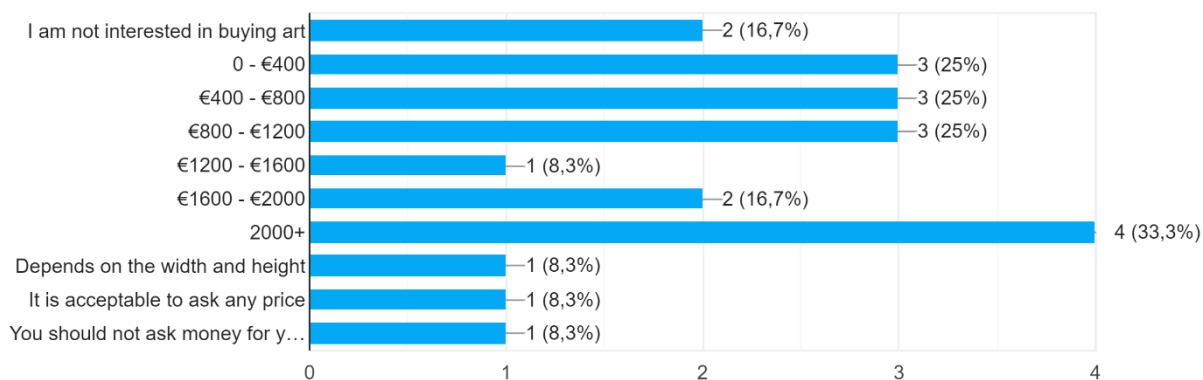
12 antwoorden



How much are you willing to spend and do you think is acceptable to ask ? 41,6% is willing to spend over 2000 euros on a painting.

How much are you willing to spend and do you think is acceptable to ask ?

12 antwoorden



How old are you? The most common age groups are between 25 to 30 years, 45 to 50 years and 55 to 60 years.

25 - < 30	3
30 - < 35	1
35 - < 40	0
40 - < 45	1
45 - < 50	3
50 - < 55	1
55 - < 60	3
60 - 65	1