

## Customer Research Assignment

# Idea 1

Company Name		BookWorm
Hypothesis to be tested		<p>People struggle with finding books that they are interested in after finishing a book.</p> <p>People do not have very many people to talk to regarding the books they read.</p>
Interview Questions		<ol style="list-style-type: none"> <li>1. What is your name and cmu email?</li> <li>2. Do you read?</li> <li>3. How consistent of a reader are you?</li> <li>4. Do you ever get caught in a reader's rut? <ol style="list-style-type: none"> <li>a. Not knowing what to read or temporarily falling out of love with what you are reading</li> </ol> </li> <li>5. About how many books do you read per year/month?</li> <li>6. What type of books do you like to read?</li> <li>7. Favorite genre?</li> <li>8. Favorite book?</li> <li>9. Do you have people to talk to about the books you read? <ol style="list-style-type: none"> <li>a. If so who?</li> </ol> </li> <li>10. How comfortable are you talking about your interests to other people?</li> <li>11. Do you use social media? <ol style="list-style-type: none"> <li>a. If so how often?</li> </ol> </li> <li>12. What do you use social media for?</li> <li>13. What type of social media do you use most? <ol style="list-style-type: none"> <li>a. Forums</li> <li>b. Chats</li> <li>c. Instagram</li> <li>d. Facebook</li> </ol> </li> <li>14. Would you join a book club focused on the same interests as you?</li> </ol>
1	Name	agsweet@andrew.cmu.edu
	Notes	<ol style="list-style-type: none"> <li>1) Only for school</li> <li>2) not consistent</li> <li>3) Yes if the book is not interesting</li> <li>4) 4-5 books includes summer reading (per year)</li> <li>5) Historical fiction or memoir</li> <li>6) Memoir</li> <li>7) Persepolis</li> <li>8) Classmates</li> <li>9) Comfortable if they are interested in what is being said</li> <li>10) Yes when bored</li> <li>11) Instagram</li> <li>12) Watch youtube/videos</li> <li>13) Yes if it seems interesting.</li> </ol>

2	Name	avtaylor@andrew.cmu.edu
	Notes	<ol style="list-style-type: none"> <li>1) Yes for recreation and school</li> <li>2) Doing the school year only reading for school and sporadically reading recreationally consistently in the summer</li> <li>3) Not typically because have a list of books waiting to read</li> <li>4) 10 per year</li> <li>5) Historical fiction and books about real characters, fiction, plays, non-fiction historical</li> <li>6) Historical fiction</li> <li>7) A thousand splendid suns</li> <li>8) Yes a lot of friends are big readers</li> <li>9) Pretty comfortable</li> <li>10) Yes pretty often</li> <li>11) Communicate with friends and for ideas for hobbies</li> <li>12) Instagram, snapchat, pinterest</li> <li>13) yes</li> </ol>
3	Name	Zach forrester ( zforrest@andre.cmu.edu)
	Notes	<ol style="list-style-type: none"> <li>1. Sometimes</li> <li>2. Sopartic</li> <li>3. Hard to find what to read next</li> <li>4. 3-4 per year</li> <li>5. Young adult fiction</li> <li>6. Ya adventure fiction ex)hunger games</li> <li>7. Hatchet</li> <li>8. No, But in school yes</li> <li>9. Sort of comfortable (not very comfortable but not uncomfortable)</li> <li>10. Yes</li> <li>11. When bored</li> <li>12. Twitter, instagram, snapchat</li> <li>13. yes</li> </ol>
4	Name	Logan (ldross@andrew.cmu.edu)
	Notes	<ol style="list-style-type: none"> <li>1) Yes</li> <li>2) Very consistent</li> <li>3) Not really had that problem mostly comics</li> <li>4) 400 comic books per year <ol style="list-style-type: none"> <li>a) 10 books (about)</li> </ol> </li> <li>5) Like all comics and most books except non fiction</li> <li>6) Graphic novels and autobiographies and horror and action</li> <li>7) Spiderman issue number 6000 and 1984</li> <li>8) Yes, sister for books and dad for comic books</li> <li>9) Very comfortable can go on for ages</li> <li>10) Yes</li> <li>11) Parents like to know what doing and to update people</li> <li>12) Youtube and instagram</li> <li>13) yes</li> </ol>

5	Name	eadjagbo@andrew.cmu.edu
	Notes	1) Yes 2) Used to read a lot but now with school it's a struggle 3) Sometimes if the main character or the storyline is seen before 4) 3 books per month 5) Fantasy novels and teen fiction and autobiographies and history books 6) Fantasy 7) Between the lines 8) yeah, brother 9) Yeah we have a book club at school friends don't read as much 10) Yes 11) Posting pictures sharing and connecting with people 12) Snapchat, instagram, twitter 13) Yes
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## Idea 2

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Hypothesis to be tested		
Interview Questions		<ol style="list-style-type: none"> <li>1. What is your name and cmu email?</li> <li>2. Have your parents/guardians gone to or applied for college?</li> <li>3. Is english their first language? <ol style="list-style-type: none"> <li>a. If not what is?</li> </ol> </li> <li>4. Were your parents born in the US? <ol style="list-style-type: none"> <li>a. If not where?</li> </ol> </li> <li>5. Do you have any siblings? <ol style="list-style-type: none"> <li>a. If so are you the first born?</li> </ol> </li> <li>6. How much do you know about the college application process? <ol style="list-style-type: none"> <li>a. None</li> <li>b. Fair</li> <li>c. Neutral</li> <li>d. Good</li> <li>e. Very good</li> </ol> </li> <li>7. Have you taken the SAT, ACT, or any AP tests?</li> <li>8. Do you or your parents know about the common app? <ol style="list-style-type: none"> <li>a. If so how familiar are you with it? <ol style="list-style-type: none"> <li>i. Poor</li> <li>ii. Fair</li> <li>iii. Neutral</li> <li>iv. Good</li> <li>v. Very Good</li> </ol> </li> </ol> </li> <li>9. Are you a rising senior? <ol style="list-style-type: none"> <li>a. If so how difficult was your junior year in terms of college prep?</li> </ol> </li> <li>10. How participatory were your parents/guardians in your college prep process? <ol style="list-style-type: none"> <li>a. None</li> <li>b. Fair</li> <li>c. Neutral</li> <li>d. Good</li> <li>e. Very good</li> </ol> </li> <li>11. Did your parents try to teach themselves about the college prep process? <ol style="list-style-type: none"> <li>a. If so was it successful?</li> </ol> </li> <li>12. If your parents had a none to neutral amount of participation in your college prep process why do you think that is?</li> <li>13. If your parents didn't know much about the college prep process did it make your experience with the process more difficult?</li> <li>14. Do you think any of the previous questions about first language or parents/guardians birthplace hinder your college prep process?</li> <li>15. What information do you think a parent should know to assist their child in their college prep process?</li> </ol>
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