User Research - 9.14.21-DevMountain
The Perfect T-Shirt Company

Pitch: The Perfect T-Shirt Company will provide a fully customizable t-shirt crafting experience. You will be able to create your own t-shirt design with your own logo, graphics, and patterns.

Problem statements:
- Brings peoples T-shirt ideas to life
- Creates unique clothing, style, and expression.
- Identify the patterns, colors, materials, size, and style that customers want.
- Identify how much customers are willing to pay for a customized t-shirt.
- Identify how much customization users want.
- Identify types of pre-made templates users may want to use.
- Identify our consumer base (target demographics, age, geography, lifestyle)

Questions:
1. Would you want to create your own T-shirt? (end survey if "no")
   a. Yes
   b. No
2. What is your age?
   a. 0 - 18
   b. 19 - 25
   c. 26 - 35
   d. >35
3. Where do you live (city, state, country)
4. How do you identify?
   a. Male
   b. Female
   c. Other:____
5. How would you describe your style? [short answer]
6. What do you want to customize in a T-shirt? [short answer]
7. What type of materials would you want in a shirt? [multiple choice]
   a. Cotton
   b. Polyester
   c. Dri-Fit
   d. Other: _____
8. Where would you want to place a graphic on your shirt? [multiple choice]
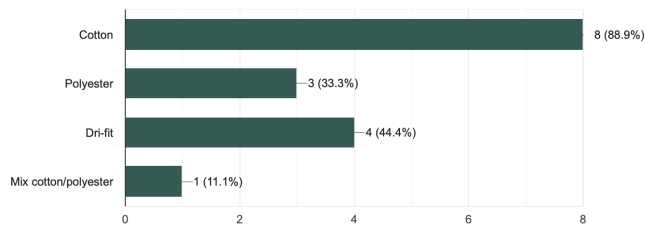   a. Front
   b. Back

c. Patterned

d. Whole

- Other: _____

9. Would you want to upload your own image or choose from a selection for your shirt?

a. Upload my own image

b. Choose one from a selection

c. Both

10. How much would you pay for your own customized T-shirt? [Multiple choice]

a. $5 - 10

b. $11 - $15

c. $16 - $20

d. $21 +

Summarize at least 3 key findings from your survey results. Include screenshots of any helpful graphs for your survey.

1. All participants had a different way to express their style (Basic, Streetwear, Form-fitting, Casual, Edgy).

2. Most participants chose cotton as their choice of shirt material.

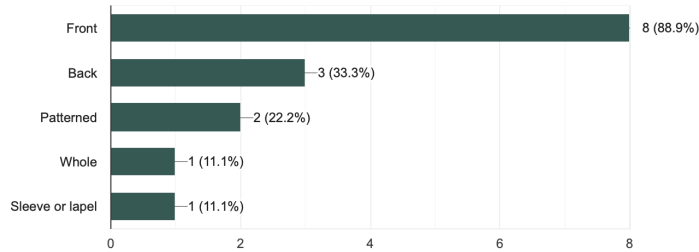What type of materials would you want in your shirt?

9 responses

Material	Responses
Cotton	8 (88.9%)
Polyester	3 (33.3%)
Dri-fit	4 (44.4%)
Mix cotton/polyester	1 (11.1%)

3. Most people want customization on the front of their shirt.

Where would you want to place a graphic on your shirt?

9 responses

Document any results that were surprising to you.

It was interesting to see the different types of customizable features users wanted. Most wanted customizable options around color, font, and graphic design choice.

Address your problem statement. Were you able to answer your problem statement? If not, why not? Do you need more responses? Do you need to modify your survey? If so, what did you learn?

Overall, I was able to address the problem statement. Everyone had a different style, which emphasizes the importance of ensuring that the customization features aid and support in the creation/customization of diverse styles. I would modify the prices on this survey to include "other" in order to see just how much someone is willing to pay beyond $21.