

Interview Debrief for StartupCentral

Research goal

We want to know what are the key points users are looking for while reading through the landing page to ensure that StartupCentral's customers can find reliable information about starting and managing a business. Moreover, the users can go through the website with ease and have a good user experience while doing so.

Participants

- 5 Participants in total: 3 males, 2 females
- Age: 18-50 years old
- Occupations: software engineer, entrepreneur, small business owner, student

Needs

- 1 out of 5 participants wished for a live chat customer support on the website.
- 4 out of 5 participants emphasised the need.
- All of the participants expressed their need for a filter that categorises the coaches into relative fields of expertise (eg. IT, Marketing, SEO).
- All of the participants expressed their need for a filter that categorises the discounts.

Pain Points

- 2 out of 5 participants were frustrated about the amount of text on the front page
- 2 out of 5 participants were frustrated over how they could not find the price of the subscription on the front page
- 3 out of the 5 participants noted that not seeing the value of a discount partner can be frustrating
- 4 out of 5 participants were frustrated with the lack of explanation of the services provided
- All of the participants expressed their frustration over the lack of filters and search options of discounts and coaches

Motivations

- 2 out of 5 participants were motivated to return to websites that had great customer service
- 2 out of 5 participants were motivated by the coaching and discounts that the site offers
- 3 out of 5 participants were motivated by success stories of other users

