

User Interview Data

Client: StyleCad

COGS 187B, Prof. Kirsch

Team GRM (Guan Wang, Ryan Chavez, Melody Kim)

I. Personas

Student

Evelyn Lin is college student at Parsons School of Design, and her interest is fashion manufacturing. In the Spring Semester, she is taking a fashion design class. This is her first time using software to create a dress. She is very excited about this class because her instructor told her the software being used is popular in the apparel manufacturing industry. However, Evelyn is not very familiar with computer technology and she is used to using pen and paper to create patterns. At the end of the semester, she is expected to use the CAD system to make her final project.

- College student in a fashion design school
- Not very familiar with computer technology, and good at drawing design by using pen and paper
- Expect to use the software in the future for industry work.

CAD instructor

Tom Jackson is an instructor at Marbella Trade Academy. He has been using StyleCAD for 8 years. He is proficient with this CAD system, and he likes it. He wants to teach his students using StyleCAD as well, because it is a popular tool in manufacturing industry. He has been teaching the course (CAD Patternmaking) for 5 years. Most of his students are learning CAD patternmaking for the first time. He immediately upgrades StyleCAD system whenever the latest version is released. He often shares his StyleCAD experience with his colleagues, and writes tutorials for his students on his blog.

- Loyal and old StyleCAD expert
- Need to teach other people to how to use the software
- Able to influence students who will use CAD software in the future

Manufacturer Exec

Zack Reese is an executive at Reese Patterns, specializing in manufacturing textiles for fashion stores such as Forever 21. Reese learned to use Lectra in a trade school class however, soon found the software cumbersome and overcomplicated. He has been attending manufacturing/textile conferences in the LA area and came across a StyleCad brochure. Interested in finding better software for his needs, Reese decides to look into StyleCad software.

- Zack Reese is new to StyleCad
- A potential client, Zack is looking to be “sold” the software, needs information on specifications and technical requirements
- Wants to speak with someone in person for more details about training and implementation.

II. Interviews

Name: Deborah Johnson

Company & Industry: L.A.C.C.D./ LA Trade Tech College

Position: Instructor, part time.

Approximate size of company: Uncertain

2. When and where did you first learn to use CAD Software?

At Trade Tech in 1995, Spring semester

3. What kind of CAD software do you use currently? What do like and dislike about your software?

I teach Gerber V8 at Trade Tech. I have occasionally taught TukaDesign at Cal Poly, Pomona. I have StyleCAD on a laptop. I like them all.

4. What are the most important features of your current CAD system?

The program(s) allow me to draft patterns and make corrections to shapes, I can measure quicker in the computer than manually.

5. Have you ever been on a CAD software website? Why did you visit the site?

I have visited both Gerber and Tuka web sites, but not in a while.

6. How did you find your current CAD system? What resources helped you make this decision? (ie. websites, brochures, conferences/product demos, CAD course at school)
CAD course at school.

7. If websites were a part of the decision making process, what information on the site do you feel helped you most? (ie. contact information, videos, testimonials)

No Response

8. If you have had experience choosing CAD software, what did you dislike about the decision making process? Feel free to list any complaints. (ie. bad customer service, wanted more info on the website etc.)

No Response

9. What are some reasons you might leave your current CAD system for another? Who makes this decision?

No Response

10. What are your favorite websites and why? B2B websites?

No Response

Name: Cassandra Pawling

Company & Industry: Southwest Career and Technical Academy

Position: Teacher

Approximate size of company: 1500

2. When and where did you first learn to use CAD Software?

This year... at the StyleCad training

3. What kind of CAD software do you use currently? What do like and dislike about your software?

StyleCAD

4. What are the most important features of your current CAD system?

It's easy to use

5. Have you ever been on a CAD software website? Why did you visit the site?

No

6. How did you find your current CAD system? What resources helped you make this decision? (ie. websites, brochures, conferences/product demos, CAD course at school)

It was recommended by a friend

7. If websites were a part of the decision making process, what information on the site do you feel helped you most? (ie. contact information, videos, testimonials)

No Response

8. If you have had experience choosing CAD software, what did you dislike about the decision making process? Feel free to list any complaints. (ie. bad customer service, wanted more info on the website etc.)

No Response

9. What are some reasons you might leave your current CAD system for another? Who makes this decision?

If it were easier to use

10. What are your favorite websites and why? B2B websites?

No Response

Name: Jasmine Reuel

Company & Industry: Clark County School District

Position: FCS Teacher

Approximate size of company: 150 students

2. When and where did you first learn to use CAD Software?

November 18, 2011 in Los Angeles

3. What kind of CAD software do you use currently? What do like and dislike about your software?

Style CAD. It would be more helpful if we knew the basics of CAD first and also how to pattern draft already. It is easy to use once you know what you are looking for.

4. What are the most important features of your current CAD system?

No Response

5. Have you ever been on a CAD software website? Why did you visit the site?

No

6. How did you find your current CAD system? What resources helped you make this decision? (ie. websites, brochures, conferences/product demos, CAD course at school)

School District presented it to select Fashion teachers

7. If websites were a part of the decision making process, what information on the site do you feel helped you most? (ie. contact information, videos, testimonials)

No Response

8. If you have had experience choosing CAD software, what did you dislike about the decision making process? Feel free to list any complaints. (ie. bad customer service, wanted more info on the website etc.)

No Response

9. What are some reasons you might leave your current CAD system for another? Who makes this decision?

No Response

10. What are your favorite websites and why? B2B websites?

No Response

Name: Nancy Hamilton

Company & Industry: Clark County School District

Position: Coordinator

Approximate size of company: 300,000

2. When and where did you first learn to use CAD Software?

I learned about this from Joe Vechharilli

3. What kind of CAD software do you use currently? What do like and dislike about your software?

StyleCad

4. What are the most important features of your current CAD system?

No Response

5. Have you ever been on a CAD software website? Why did you visit the site?

No Response

6. How did you find your current CAD system? What resources helped you make this decision? (ie. websites, brochures, conferences/product demos, CAD course at school)

It was a recommendation from Joe.

7. If websites were a part of the decision making process, what information on the site do you feel helped you most? (ie. contact information, videos, testimonials)

No Response

8. If you have had experience choosing CAD software, what did you dislike about the decision making process? Feel free to list any complaints. (ie. bad customer service, wanted more info on the website etc.)

No Response

9. What are some reasons you might leave your current CAD system for another? Who makes this decision?

We are not using any other system.

10. What are your favorite websites and why? B2B websites?

No Response

Name: Vaune Pierce

Company & Industry: Vaune/patterns

Position: Owner

Approximate size of company: 1

2. When and where did you first learn to use CAD Software?

TukaTach, 2007

3. What kind of CAD software do you use currently? What do like and dislike about your software?

StyleCad

4. What are the most important features of your current CAD system?

Being flexible for my individual requirements

5. Have you ever been on a CAD software website? Why did you visit the site?

No Response

6. How did you find your current CAD system? What resources helped you make this decision? (ie. websites, brochures, conferences/product demos, CAD course at school)

Demo at V-Bros

7. If websites were a part of the decision making process, what information on the site do you feel helped you most? (ie. contact information, videos, testimonials)

No Response

8. If you have had experience choosing CAD software, what did you dislike about the decision making process? Feel free to list any complaints. (ie. bad customer service, wanted more info on the website etc.)

No Response

9. What are some reasons you might leave your current CAD system for another? Who makes this decision?

Fine tuning what I need for patterns. I make this decision, but am happy with StyleCad

10. What are your favorite websites and why? B2B websites?

No Response

Name: M. Davis

Company & Industry: Mt. SAC

Position: Instructor

Approximate size of company: Uncertain

2. When and where did you first learn to use CAD Software?

When I was in college

3. What kind of CAD software do you use currently? What do like and dislike about your software?

Adobe (all) Patternmaking Microsoft office It's all good

4. What are the most important features of your current CAD system?

Pen tool (illustrator).

5. Have you ever been on a CAD software website? Why did you visit the site?

No.

6. How did you find your current CAD system? What resources helped you make this decision? (ie. websites, brochures, conferences/product demos, CAD course at school)

CAD patternmaking software is used by the majority of Los Angeles production facilities

7. If websites were a part of the decision making process, what information on the site do you feel helped you most? (ie. contact information, videos, testimonials)

No Response

8. If you have had experience choosing CAD software, what did you dislike about the decision making process? Feel free to list any complaints. (ie. bad customer service, wanted more info on the website etc.)

No Response

9. What are some reasons you might leave your current CAD system for another? Who makes this decision?

As a college, we follow the marketplace trends and focus on what software will secure jobs for our students. We have no "personal" preferences.

10. What are your favorite websites and why? B2B websites?

No Response

Name: Marina Tellez

Company & Industry: ACE

Position: CAD/CAM Specialist

Approximate size of company: Uncertain

2. When and where did you first learn to use CAD Software?

1986 Los Angeles Trade Tech College. I was offered a job that was currently using Gerber. I had to learn it or not get hired.

3. What kind of CAD software do you use currently? What do like and dislike about your software?

StyleCAD I like everything about it that is why I work here.

4. What are the most important features of your current CAD system?

Intuitive, ease of use, can grade and make patterns faster than other cad systems.

5. Have you ever been on a CAD software website? Why did you visit the site?

Yes, many times. It is important to have as much information about our competitors as possible.

6. How did you find your current CAD system? What resources helped you make this decision? (ie. websites, brochures, conferences/product demos, CAD course at school)

I was offered a grading job that was using StyleCAD. I was impressed by the fact that it only took 2 hours of training before I was able to work on my own.

7. If websites were a part of the decision making process, what information on the site do you feel helped you most? (ie. contact information, videos, testimonials)

No Response

8. If you have had experience choosing CAD software, what did you dislike about the decision making process? Feel free to list any complaints. (ie. bad customer service, wanted more info on the website etc.)

Gerber, Lectra, Tuka makes promises they can't keep. Bad customer service. Felt obligated to buy a service contract. Would not answer questions unless you had a service contract with them. Were only interested in making a sale and not what customer needs. Made me feel unimportant. Sales people only knew the functions of their cad system and not much about grading, patternmaking, marker making.

9. What are some reasons you might leave your current CAD system for another? Who makes this decision?

When the developers of the software stop listening to the customers needs. As a personal user I make that decision.

10. What are your favorite websites and why? B2B websites?

Ask, youtube. Informative sites

III. Analysis

Most users heard of StyleCAD through recommendations of other people or by a designing course instructor. According to the survey, users are fashion manufacturing specialists, CAD instructors and students. When we asked users their experience with other CAD software, some complained about the customer service from competitors such as Gerber, Lectra, Tuka. We believe software support is as important to the user as the functionality of the software. So, the purpose of our website should not only display the functionality of the software or the achievements of the company, it should also provide software support for the old user. According to our research, we may speculate that when an old user visits our website, they are most likely looking for customer support rather than checking out the new features of the next version or any price drop (Although we anticipate that some older users will be interested in those things). They visit the website because they are encountering difficulties while using the software and are looking for some kind of help document. They might want to report a bug or make a comment (post in a forum); or they may want to see the developer's progress, so they know that the company cares about the users.

One CAD instructor mentioned that they used the software because they follow the marketplace and focus on what software will secure jobs for their students. This shows that instructors do not want to teach their students out of date software - they would like to be certain the software they use is state of the art in the industry. Therefore, it would be important to show updated information of software on the site. It can be updated via media reports, new achievement, and even students' work.

We surprisingly found that none of our users discover our product through online media (though this may be due small sample size). This gives us room for

improving online marketing. Modifying the website itself would help improve online marketing. For example, to improve Search Engine Optimization (SEO), we would suggest to adjust keywords in “tag”, “title” and “alt” names, and even creating a sitemap would help for SEO. In addition, making the website to be more dynamic would contribute for online marketing. For instance, there should be a forum that other users can put their comments, share experience and post their work. The developer would better understand the users.

IV. Consent Forms

Cognitive Science Coursework

Interview Recording Consent Form

As part of an assignment for a class I am taking, I would like to record an interview with you. I will treat everything you say in confidence, but just to be safe, please do not discuss sensitive topics. I will transcribe the recording of our interview and when the transcription is complete, I will erase the tape. This is completely voluntary and up to you. You may request to stop the taping at any time or to erase any portion of your taped recording. I will then analyze parts of the interview for the class project. You will not be identified by name in the write up of the project.

You have read the above description and agree to participate in the study.

 4/13/12

Signature

Date

Witness

Date

Cognitive Science Coursework

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As part of an assignment for a class I am taking, I would like to record an interview with you. I will treat everything you say in confidence, but just to be safe, please do not discuss sensitive topics. I will transcribe the recording of our interview and when the transcription is complete, I will erase the tape. This is completely voluntary and up to you. You may request to stop the taping at any time or to erase any portion of your taped recording. I will then analyze parts of the interview for the class project. You will not be identified by name in the write up of the project.

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 04-18-12

Signature

Date

Witness

Date

Cognitive Science Coursework

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As part of an assignment for a class I am taking, I would like to record an interview with you. I will treat everything you say in confidence, but just to be safe, please do not discuss sensitive topics. I will transcribe the recording of our interview and when the transcription is complete, I will erase the tape. This is completely voluntary and up to you. You may request to stop the taping at any time or to erase any portion of your taped recording. I will then analyze parts of the interview for the class project. You will not be identified by name in the write up of the project.

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 04/12/12

Signature

Date

Witness

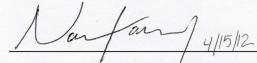
Date

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You have read the above description and agree to participate in the study.

 4/15/12

Signature

Date

Witness

Date

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 4/12/12

Signature

Date

Witness

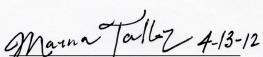
Date

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Signature

Date

Witness

Date

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 4/3/12

Signature

Date

Witness

Date

Cognitive Science Coursework

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You have read the above description and agree to participate in the study.

 4/4/12

Signature

Date

Witness

Date