

- User 1 -----

Name - Deborah Johnson
Company & Industry - L.A.C.C.D./ Los Angeles Trade Tech College
Position - Instructor, part time
Approx. size of company - I have no idea!

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

At Trade Tech in 1995, Spring semester
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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.
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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.
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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.

- User 2 -----

1. Your information

Name - Cassandra Pawling
Company & Industry - Southwest Career and Technical Academy
Position - Teacher
Approx. 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

- User 3 -----

1. Your information

Name - Jasmine Reuel

Company & Industry - Clark County School District

Position - FCS Teacher

Approx. 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

- User 4 -----

1. Your information

Name - Nancy Hamilton
Company & Industry - Clark County School District
Position - Coordinator
Approx. 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?

SyleCad

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

NA

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

NA

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)

NA

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.)

NA

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

- User 5 -----

1. Your information

Name - Vaune Pierce
Company & Industry - Vaune/patterns
Position - owner
Approx. 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?

NA

- User 6 -----

1. Your information

Name - Frances Harder

Company & Industry - Fashion Business Inc.,

Position - President/Founder

Approx. size of company - 3 full time - 350 members - 20,000 data bas

- User 7 -----

1. Your information

Name - m. davis

Company & Industry - mt sac

Position - instructor

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

When I was i 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. conatct 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

- User 8 -----

1. Your information

Name - kathleen fasanella

Company & Industry - apparel technical svcs

Position - ownere

Approx. size of company - small

- User 9 -----

1. Your information

Name - Marina Tellez

Company & Industry - ACE

Position - CAD/CAM Specialist

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)

n/a

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

Most users found about StyleCAD through recommendation of other people or by a designing course instructor. According to the survey, users are fashion designers, CAD instructors and students. When we ask a user her experience with other CAD software, she complained about the customer service of other CAD software, such as Gerber, Lectra, Tuka. We believe software support is as important as the functionality of the software to the users. 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 visit our website, he/she is likely looking for customer support rather than check new features of the next version or any price drop. They came to the website because they might encounter some difficulties while using the software and looking for some kinds of help document; they might want to report a bug or make a comment; or they may want to make see developer's progress, so they know the company care about the users.

One of 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 infers that instructor does not want to teach student a outdated software, and they would like to certain such software is still up-to-date in the industry. Therefore, it would be important to show updated information of software or company on their website. It can be updated media reports, new achievement, and even students' work.

We surprisingly found that none of our users discover our product through online media. This gives us room for improving online marketing. Modifying the website itself would help improving 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 forum that other users can put their comments, share experience and post their work. The developer would better understand the users.

3 users-

Educator - use software in classrooms/ teach how to use CAD systems using StyleCAD

Students - learn how to use, and use CAD systems for projects (i.e. fashion design, furniture, whatevs)

Business people - use CAD systems/StyleCAD for manufacturing businesses.

Student

Evelyn lin is college student at Harvard Graduate School of Design, and her interest is fashion design. In the Spring Semester, she is taking a fashion design class. This is her first time use a software to design a dress. She was very excited about that class because her instructor told

her the software they used popular in fashion industry. However, Evelyn was not very familiar with computer technology, and she is used to use pen and paper to draw her design idea. In the end of the semester, she expect 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 Design Academy. He has been using StyleCAD for 8 years. He is proficient with this CAD system, and he likes it. He wanted to teach his student using StyleCAD as well, because it popular tool in design industry. He has been teaching the course (Design with StyleCAD) for 5 years. Most of his students are first time user. He immediately upgrades StyleCAD system when the new version is released. He often share his SylleCAD experience with his colleagues, and write some tutorial 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 other fashion designer