Ximplethings.com

User Interviews Research Report

User Interviews study conducted by

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1. Introduction

1.1. Goals

The aim of the qualitative user research study is to uncover any user insights and user behaviour that would motivate a mobile app user to use a warranty tracking app?

- To validate/invalidate the target user segment and whether there is an actual user demand for a warranty tracking solution early before or during consumer mobile app V2 is being developed.

- The user insights would enable the key stakeholders of XimpleThings to identify future opportunities, pivoting of the product offerings and raise any red flag on product-market fit strategy.

1.2. Context

The research could be devised in the form of a moderated one-to-one user interview, in the participant's home or an arranged meeting venue. The participant will be requested to answer a set of semi-structured questions during the interview.

1.3. Target Participants

- Home owners
- Gadget lovers
- Tenants

The participants will be chosen from existing and potential new users of XimpleThings mobile app. The study sampling size would start with 4 target user types.

New users who have not used XimpleThings mobile app V1 will be selected to provide outsider point of view input for broader perspective of user warranty related needs.

1.4. Participants List

Name	Ethnic Group	Marital Status	Income Group	Occupation
Lam Kok Peng	Chinese	Married	High	Project manager
Kenneth	Chinese	Married	High	Project manager
Mohamed Ali Yahya	Malay	Single	Mid	Senior webmaster
Kevn Lee	Chinese	Married	Mid	Purchaser of technical operations equipments

2. Methodology

2.1. Research Method

One-on-one user interviews were conducted using a set of semi-structured questions guide with the selected Ximple.com users.

2.2. Procedure

Thank the participant.

- Introduce yourself and explain why you are doing the study.
- Set expectations for how the session will proceed.
- Let the person know that you will be recording the session.
- Get consent from the participant in writing.
- If applicable, give the participant the compensation for the study.
- Begin audio recording
- Conduct the interview based on your questions guide
- What specific activities will you watch, and in what order? Will you need any additional activities/conversations to address your focus?
- Wrap up the session

2.3. Interview Questions

A portion of the questions would consist of demographic profiling of the selected participants so the information could be collated into developing key personas.

1. What is your name and What do you do professionally?(user profiling)
2. Tell us more about yourself? (user profiling)
3. What types of apps on your phone do you use on a regular basis (user profiling)
4. What types and brands of electrical appliances or gadgets do you usually buy and why? (open ended question)
5. How do you go about searching what appliances and where to buy them?
6. What sort of factors would affect your budget for an electronics product purchase?
7. Do you make a price comparison before purchasing and how did you do so?
   What were the problems that you have faced when making a price comparison?
8. Can you describe what type of warranty registration, card form or digital form, was issued to you during your purchase?
9. How do you feel about the warranty registration process? Is it good or bad?
10. Could you share your last experience when an electronic gadget of yours is faulty and needed to be fixed?
11. Do you have to handle your appliances/gadget's warranty matter, why and what are you trying to get done?

12. Were you able to overcome the warranty issues, if yes how did you get around the problem?

13. What frustration do you face when handling the warranty matter?

14. What would make this process easier?

15. Is there anything else you'd like to share with us today?

3. Personas & Interview Transcripts

3.1. Lam Kok Peng

3.1.1. UX Persona

Personal Profile	Interviewee
Demographic attributes	Lam Kok Peng, mid forties Married, Male
Psychographic attributes	- Purpose driven, always on the go - Not so savvy on online shopping - Prefers an offline, brick and mortar retail experience - Looks for quality and makes price comparison for the best buy.
Goals & needs	- He wants to save time and money. - He wants to use product & services that will enhance his quality of life - He looks for products with a great user experience - He wants to use a product that is simple and makes his life more manageable. - He needs to sense and touch the product he wants to buy.
Challenges and pain points	- Had bad experiences with Samsung phones as the OS and the apps are complicated to use and the device hangs frequently. - He keeps a busy work schedule and has to juggle his personal time for his wife and families.
Brand influence and exposure	Apple, Samsung, Courts, Best Denki, jd.com
Technology Usage	- Uses functional apps like Grab, Uber, Sgbus, ofo & o-Bike on his iphone. - Likes time saving apps that provide an efficient service and cost savings. - Prefers Apple products as the brand has an excellent user experience that boast a well-designed user interface
Design implications	Simplicity, ease of use
Tasks and scenarios	Checks bus schedules, book cab rides and rents bikes to travel to work from his mobile phone.

3.1.2. **Interview**

Date	17 Mar 2018
Name	Lam Kok Peng
Location	Westgate Mall

Q1.

What is your name and What do you do professionally?*(user profiling)*

My name is Kok Peng. I work at JTC corporation as a project manager for construction projects. My job deals with various land reclamation projects in Singapore. I manage stakeholders and manage project progress and contractors.

I will start the day dealing with projects in the morning. My job requires me to make decisions on-site, managing internal bosses' expectations. I handle corporate clients like Shell, Sembcorp to resolve issues that will impact their facilities.

Q2.

Tell us more about yourself? *(user profiling)*

On the weekends, I would attend a body bump class at the gym. I cook for my wife and visits my parents' house for dinner.

I enjoy playing old-school board games like Monopoly and Risk with my friends.

We would chat about challenges in life and discussed kids' problems with our friends.

Q3.

What types of apps on your phone do you use on a regular basis? *(user profiling)*

I used a lot of functional apps, like Grab and Uber. I used SG Buses app to check bus schedules to commute to work.

I like apps that would help me saves valuable time and has the certainty of getting reliable and timely transport services for my travelling.

I also rent bikes from ofo, O-Bike to commute to work. The physical workout and savings I obtained from such services is a motivating factor for me to become a regular user of these apps.

Q4.

What types and brands of electrical appliances or gadgets do you usually buy and why?
(open ended question)

I used Samsung devices because I could make use of the pen to navigate and communicate the floor plans and maps to my colleagues and clients. I still find Samsung phones are considerably difficult to use. I dislike the Samsung apps, as it is less useful and hangs my phone.

I have a much more enjoyable experience with Apple products. I admire the well designed and consistent look and feel of it's interface. It is also very simple to use with less clicks.

I usually buys only functional gadgets and products that could fit into my home. I do not practice brand loyalty.

I enjoy the usage experience, and prefers the brand that gives the good experience. I consider about the functionality. Simplicity of use is of high importance to me.

Q5.

How do you go about searching what appliances and where to buy them?

I am quite backward on online shopping. I felt that returning faulty goods is a very difficult process to manage. I still prefer the brick and mortar experience and window shopping.

I like the experience of buying a new item at a physical retail store to gauge the fit and build of the electrical appliances for my home.

I visit physical stores like Courts, Best Denki and the small shops regularly to compare prices before he makes a new purchase. The joy of selection of see, feel and touch in physical stores delights me.

My wife is more web savvy, she shops online at http://www.jd.com/ a china online e-commerce store by word-of-mouth recommendation for our household items in China. We bought small household items like clock, table lamps and robot vacuum cleaner from the site.

We also hand carry back some purchased items when come back from china.

We like the convenience of Ezybuy's collection points, their competitive prices and the automated e-commerce process. The small items like USB devices listed on their site are priced very competitively.

Q6.

What sort of factors would affect your budget for an electronics product purchase?
Do you make a price comparison before purchasing and how did you do so?

For me, the physical size of the electronics must fit in the space allocated in my home. If there is budget allowed, then I will consider to buy the item.

My budget is determined by the price and model(i.e. the quality and function), followed by the technology of the product. Then, I would make my final decision. I must feel happy using the product.

"If I find the quality between the more branded item and the cheaper item is not significant, I will buy the cheaper model."

Q7.

Do you make a price comparison before purchasing and how did you do so?
What were the problems that you have faced when making a price comparison?

I am a practical buyer. I would require to have a product need first, then I would compare with my existing product. I value the experience and the satisfaction factor of using a product.

I am a prudent consumer because I am currently studying and setting up a family.

Q8.

Can you describe what type of warranty registration, card form or digital form, was issued to you during your purchase?

I usually get warranty issued in paper or card format.

Q9.

How do you feel about the warranty registration process? Is it good or bad?

I would prefer the shop assistant assists me in-store to register the warranty right after I have made a payment.

The effort to make time out of work schedule or my spare time to travel to the designated service centres is very inefficient. You also have to wait for some time before you could collect your repaired appliances.

Q10.

Could you share your last experience when an electronic gadget of yours is faulty and needed to be fixed?

I felt that if it is too troublesome to repair the item, I'll just buy a new one.

I do bring appliances for repair sometimes. I felt the repairing process at the service center is quite professional and the service quality is acceptable.

But I have to fork out time to bring the item to the service centre to fix item during working hours. Making a trip down to the service centre and to wait in line is a frustration. It is a situation you could not be able to control your daily routines.

When an item is spoilt, it feels like a disruption to your daily lifestyle. However, the downtime for the fixed item to be returned is still bearable.

Q11.

Do you have to handle your appliances/gadget's warranty matter, why and what are you trying to get done?

I am not very concern about warranty matters for the less important and smaller electrical appliances.

Q12.

Were you able to overcome the warranty issues, if yes how did you get around the problem?

I For now, I would file all the paper warranty cards of my washing machines, air-con in a clear folder. If I cannot find the warranty card, will just forget it and pay for the repair.

If I have no warranty card and I really need the appliance/gadget to be fixed, then I would pay for an external service man to come to my house to do the repairing.

Q13.

What frustration do you face when handling the warranty matter?

I always lose my paper warranty registration cards in the past. I dislike the hassle of bringing the physical copy along for the repairs because I'll need to remember where did I place the documents in which bag.

Q14.

What would make this process easier?

If I can register the warranty immediately in-store and forget about it, and the warranty info could still be stored in an app for access later, it will be very convenient and useful for me.

The Send-for-repair feature should focus on creating convenience for the users. The app flow should be as simple as just a few clicks of the button just like the user flow in o-Bike app.

Q15.

Is there anything else you'd like to share with us today?

I also thought it would be great to have a feature that would notify/upsell users on warranty renewal and extension when a warranty is expiring.

I suggest the app should focus on one key product type first. It can be a high-value item like an air-conditioner for servicing.

Upon registering the warranty, the app could provide an additional pick-up service to collect the repair items to a service centre for servicing and return the repaired goods when done at an affordable rate.

This would address the gap in the market to provide a seamless time-saving service for servicing electrical appliances at the convenience of the consumers.

I would consider to pay a nominal fee charge of at least $15, if the repair job is for a bulky item at a faraway service centre.

However the response time has to be fast, like within 2-4 days for me to get the repaired item to be returned.

3.2 Kenneth

3.2.1 **UX Persona**

Personal Profile	Interviewee
Demographic attributes	Kenneth, early 30 Married, Male
Psychographic attributes	- Keeps an energetic and active sporty lifestyle - Busy executive, possess a YOLO mindset - He is a cat owner. He is an avid user of social media apps, Facebook and Instagram - He is a very detailed and well organized person both at work and socially. - He travels frequently for work and holidays
Goals & needs	- He is willing to pay the right price for products that is useful and beneficial for addressing his needs. - He wants to use product & services that will enhance his quality of life He likes to know and plan ahead what happens in his life. - Whatever he does at work, he will try to replicate the applicable workflow to manage his daily tasks. - He will research in-depth on the right price for a purchase.
Challenges and pain points	He keeps a busy work schedule and has to juggle his work, gym classes and personal time with his wife
Brand influence and exposure	Google suites, Microsoft, Skype, Whatsapp
Technology Usage	- Uses Google Calendar app on his android phone to organise his daily work schedules, his body bump class schedules and personal events. - Google Hangout, Microsoft products, Skype, Whatsapp
Design implications	Seamless user experience across devices, ease of use, high quality
Tasks and scenarios	Uses calendar tool extensively to plan his work, plan his class schedules and send calendar invites to his wife to help organize his social life.

3.2.2 **Interview**

Date	17 Mar 2018
Name	Kenneth
Location	Owner's HDB home

Q1.
What is your name and What do you do professionally? *(user profiling)*

My name is Kenneth. I work as a project manager for I.T. media company, IDG Global Solutions. The company publishes many magazine titles such as CIO, Macworld, PC World and Computerworld. I am the liaison contact for the A.P.A.C. region.

On a daily basis, I would coordinate with the U.S. & U.K. counterparts and our clients to execute programs and plan proposals from conception to delivery.

Q2.
Tell us more about yourself? *(user profiling)*

I had just bought my new resale HDB flat. I had done up the renovation and extended the interior space. I just bought many new electronic products for my home. I prefer a minimalist concept for my home. I stay with my wife and I have created a lot of space for my pet cat to move around in the house.

I have a very busy schedule. I work 9am-6pm for my full-time day job. I also conduct body combat classes before and after the work hours. I usually teach 6 classes per week. Wednesday and Sunday is usually my off-days that I would make time for my family.
I go out on weekends for friends' gatherings and birthday celebrations.

At my current stage of life, I would attend a lot of baby showers and anniversary events.

I travel every two to three months for holidays and made many return trips with my wife to China. I also travel to U.K. and Europe for overseas company trainings.

"Taking an airplane is as convenient as booking a cab with Grab" I do not mind spending on travelling if the deals offer good values.
"You only live once. There must be a balance between spending for life pleasures and saving for reserves."

Q3.

What types of apps on your phone do you use on a regular basis? *(user profiling)*

I use a Samsung S8 phone now after I have switched from using iPhone. Apple devices are too expensive. My wife revert back to using iPhone as she is not used to using an android device. I still play the music playlist from Apple iTunes to conduct my gym classes.

The app I use regularly is Google Calendar. The reminder function is an important feature for me to organise all my gym classes, work and social schedules. I also send calendar invites to my wife to keep her in the loop of my upcoming activities.

I used the specific labelling and colours to categorize my event types. It helps me to add up the total no. of billable gym classes that I have taught.

I still prefer Apple iPhone calendar because it can integrate well with Microsoft Outlook Calendar and Google Calendar. I prefer the seamless user experience.

I use many social media apps: Facebook, Instagram, to keep myself updated on my friends' social activities and story feeds. I don't use twitter, because I don't like the concept. I feel that the Facebook app helps to break the ice during gatherings. I would chat about their travel posts.
I use mostly window-based apps like Excel, Powerpoint for work. I use Whatsapp, Google Hangout and Skype for work communications. I like Skype's integration with Windows and Microsoft tools. It provides a seamless user experience for video conferencing. It has a function to allow you to share screens and business presentations.
"I am a very organized person, I like to know and plan ahead what happens in my life."

"Whatever I do at work, I will also try to replicate the applicable methods to manage my daily life as well"

Q4.

What types and brands of electrical appliances or gadgets do you usually buy and why?
(open ended question)

The TV set is an important part of my life. I spent more time indoor with my wife watching cable TV programmes and online channels like Netflix and youtube videos on the internet.

I am very specific on what to look for when buying electronics. I research in-depth on what the warranty covers and what parts that will get worn out due to heavy usage.

I am not loyal to any particular brands of electronics. Simplicity of use is of high importance to me.

Q5.

How do you go about searching what appliances and where to buy them?

I will research online by reading product specs, product and users' reviews. emphasize on quality, ease of use and good valued promotions. I am concern about the physical size of the item.

I don't like shop-hopping to find the cheapest price. I will settle for a reputable shop and buy if the price is right.

I bought most of the electronics from Best Denki roadshows. I got my air-con from Gain City and I bought a vacuum cleaner online, but I do not claim to be an avid online buyer.

Q6.

What sort of factors would affect your budget for an electronics product purchase?
Do you make a price comparison before purchasing and how did you do so?

There are a few criteria I look for when I buy a product. The key factors are the usefulness, quality, ease of use and price of the product. As long as the item is not price up too much, the supplier is reputable, I will decide that it is something I would buy.

You can always research for price. I go for value-for-money deals. I will buy necessity items at the best price point. I will make price comparison online. I will look at the recency of users' reviews and how much others had paid for the items.

I think it is good to have written reviews on shopping sites.

My wife prioritize other factors like esthetics and the size over the technical specs of the electronic product when she makes a purchase.

I am a very organised person so I have no issue with price comparison. I always plan out my budget and research systematically online and look at what price point others are paying for the item.

Q7.

Do you make a price comparison before purchasing and how did you do so?
What were the problems that you have faced when making a price comparison?

At times, I have to make an effort to calculate the differences of the conversion rate of a foreign currency against our Singapore dollars when I shop online.

Q8.

Can you describe what type of warranty registration, card form or digital form, was issued to you during your purchase?

I prefer to register the warranty online so that I will avoid the problem of keeping too many cards and losing them. I think the printout on the physical card may faint away through time and it is also perishable.

I dislike to keep piles of service receipts or papers and to file them in a folder.

Q9.

How do you feel about the warranty registration process? Is it good or bad?

I think a product lifespan would only last a maximum of 5-7 years, so I do not have the notion that a product will be long-lasting.

Credit card instalment plans also help to encourage the consumers to spend more on new electronic products.

Most of the electronic products I bought are only covered by the normal warranty package.

Q10.

Could you share your last experience when an electronic gadget of yours is faulty and needed to be fixed?

I have no prominent past repair experience to share as my HDB home is still new.

I recalled from my younger days that my dad used to keep calling the serviceman to come and repair our old TV set. The TV was already beyond repair even after spending countless $20-$30 dollars trying get it fix.

I would rather buy a brand new TV set that could function for a much longer time span than repairing the worn out parts.

Q11.

Do you have to handle your appliances/gadget's warranty matter, why and what are you trying to get done?

I am a gym instructor so I would wash my clothes very frequently. In the long run the washing machine parts will be spoilt. So I buy an extended warranty coverage to service the wear and tear of my washing machine.

I research on what the extended warranty covers. The extended warranty covers many areas including change of belt component, etc.

Q12.

Were you able to overcome the warranty issues, if yes how did you get around the problem?

My wife and I feel that there is no best products in reality. As a consumer you should be aware of the possible lifespan of the electronics product and understand what are the coverage that comes with the warranty.

Q13.

What frustration do you face when handling the warranty matter?

I realised that online sites do not have warranty coverage for your purchases. The online return policy only covers the failure of delivery of your items.

If the item I bought online is faulty, I would have to take the trouble to go down to the relevant brand's service center to get my item fixed.

Q14.

What would make this process easier?

There is currently no app built to store all my warranties to a single location for easy storage and access in times of need. I feel that I need more service-oriented tools to make the consumers' life more fuzz-free.

It would be great that this e-warranty service could cater to most of the prominent brands like Sony, Samsung, Hitachi, just to name a few.

I would like to have a single access point that I could have a quick glance and keep track on what warranty is expiring so I can act upon it.

Q15.

Is there anything else you'd like to share with us today?

I would prefer to have a collection service that comes to your door to pick up the item for repairs. Where the service center is located would be a key concern for me.

Dell is a great example for providing a personalised service contract which allows you to call the serviceman down to fix your equipment.

I think more could be done on enhancing the after-sales service for the electronics products.

I felt there is a lack of honesty and integrity among the service staffs. They do not inform you well on the feasibility of the service job. They did not help you access whether the repaired product is still serviceable or to get a new product.

3.3. Allan

3.3.1. UX Persona

Personal Profile	Interviewee
Demographic attributes	Mohamed Ali Yahya, Single, Male
Psychographic attributes	● Nature loving, carefree, enjoys reading, cycling to the beach and fishing ● Stays with his mother in a 5-rooms HDB flat at Pasir Ris
Goals & needs	● He switches to healthier food choices for a wholesome lifestyle ● He likes to buy products that are unique, cute and portable ● He is currently buying more kitchenwares for his home He likes to buy several variant models of an electronic product. ● He dislikes horde mentality so he does not wish to get an iPhone that is hugely popular with the others.
Challenges and pain points	He is less disciplined at filing and organising the related warranty cards of his electronics products. He tends to lose them easily
Brand influence and exposure	Huawei, Microsoft, Amazon, Eventbrite, Windows based products
Technology Usage	Uses the usual social media apps, Facebook and Instagram on his Huawei phone to kill boredom. He uses Wrike, a project collaboration app for work communication and task tracking. He lists products he sourced online to sell online on Amazon merchant site
Design implications	Ease of use, simple navigation flow, one click access
Tasks and scenarios	He chance upon a product he likes while surfing online. Then he researches in-depth on the pricing and specs details of the product. He visits a retail store to get a physical sense of the product. Afterwards, he decides to make a purchase of the product with the best listed pricing either online or at a store.

3.3.2. **Interview**

Date	21 Mar 2018
Name	Mohamed Ali Yahya,
Location	Marina Bay Sands outdoor area

Q1.

What is your name and What do you do professionally? *(user profiling)*

My name is Allan. I work as a senior web master for DBS Bank. I am working on the site revamp of the business banking websites for SME and corporations.

Previously the project was at the gathering requirements stage, it is progressing towards the implementation stage. I handle the technical migration and implementation of the web layout, page load performances and the SEO of the websites.

Q2.

Tell us more about yourself? *(user profiling)*

I stayed with my mom in a 5-room flat at Pasir Ris for over 20 years. My weekdays are more routine, going to work and return home for dinner.

On weekends, I enjoy cycling to Pasir Ris beach, go fishing and read about the latest tech news.

Q3.

What types of apps on your phone do you use on a regular basis? *(user profiling)*

I am using the usual social media apps like facebook, Instagram on my Huawei phone for killing boredom.

Work-wise, I use Wrike, a project collaboration app to communicate project milestones and tasks sharing with my colleagues.

For freelance work, I use Typeform and the Amazon merchant site to post items to sell on the Amazon platform. I also use Eventbrite to post my e-commerce web development classes on the site.

Q4.

What types and brands of electrical appliances or gadgets do you usually buy and why?
(open ended question)

I used to like popular brands but as I age I am not so brand conscious anymore. Currently, I prefer china brands now. I am using a Huawei phone. It is very lean, more affordable and does not hang. I like the variety that the android models offers.

I used to buy more car gadgets. I am moving towards home use and computer gadgets. I recently bought an air fryer and also a juicer. I owned 2 juicers, a regular use model and another small and portable version. I am making an effort to eat healthier food.

I generally have a liking for portable and cute appliances. I bought a coffee maker and a bread maker as well.

I do keep up with the latest technology trend. Sometimes, I will buy for the sake of the variety. I owned 4 to 5 TV sets.

I consider the laptop, my most used electrical appliance. I bought an Acer laptop, which is the only unique model that spot a detached, rotating stand and a keyboard.

Q5.

How do you go about searching what appliances and where to buy them?

I chance upon all these electronic products while surfing online. Then I will research in-depth about the models online. Next, I will visit a retail store like Courts and Ikea to look at the physical product.

I am attracted to the updated new product listings at aliexpress.com. I had bought a few interesting products such as a solar-powered outdoor lamp and an analogue/quartz watch made entirely of wood from the site.

Q6.

What sort of factors would affect your budget for an electronics product purchase? Do you make a price comparison before purchasing and how did you do so?

I do not make price comparison for items that are priced below a $100. I will only start comparing prices if an item cost above $900 - $1000. I would research on various price points of my purchase on sites like gsmarena.com and aliexpress.com

I find the prices of some kitchen appliances listed at the Gain City outlets are much cheaper.

The safety of the product is a major concern for me because of the reported cases of burning accidents. I would look for the safety assurance label attached to an electrical product.

Q7.

Do you make a price comparison before purchasing and how did you do so?
What were the problems that you have faced when making a price comparison?

Not an issue for me.

Q8.

Can you describe what type of warranty registration, card form or digital form, was issued to you during your purchase?

The retailer would issue me a card that provides a web link for you to register the warranty online.

Q9.

How do you feel about the warranty registration process? Is it good or bad?

Most of the time, I would forget to register the warranty online after a purchase. I would just leave the warranty cards inside the packaging box of the electronics product.

Q10.

Could you share your last experience when an electronic gadget of yours is faulty and needed to be fixed?

My laptop broke down after 6 months of usage. I head down to the allocated Jurong service centre to service it. I realize that I had not register for the warranty so I would have to pay for the repair services.

I couldn't register on-site as I didn't bring down the warranty card which contains my warranty no. and the serial no. of the laptop model..

Q11.

Were you able to overcome the warranty issues, if yes how did you get around the problem?

I have to return home to register the warranty of the laptop online with the required warranty no. and serial no. I revisit the service centre the next day to process the repair service procedures again.

After the queue, I receive a queue ticket and proceed to submit the item for repair. I have to wait for 3 to 4 days for the item to be fixed and I return to the service centre again to collect my repaired laptop.

Q12.

What frustration do you face when handling the warranty matter?

The frustration was mainly the long queue on Saturday and the long travelling trips that I have to make between my home and Jurong service centre.

I do not collate all my product warranty cards to a single place. I simply leave them in the product boxes all over the house. I tend to misplace the boxes and I do not remember where I have kept them.

I would always forget to mail out those warranty cards that are required to be sent out to the manufacturers.

I do not diligently follow up with the once every 6 months check and servicing routine of my air-con. I have only recently remember about it when some leaking occurs to my Air-con.

I do not have the contact no. of the designated serviceman so I had to google to look for one.

Q13.

What would make this process easier?

I think that things will be more manageable if I could remember to register the warranty in the first place. I would not have to go through the trouble of recalling where did I place the warranty cards.

I would have made less unnecessary trips back and forth from my home to the service centre to service my laptop.

Q14.

Is there anything else you'd like to share with us today?

I would definitely hope for a very easy warranty registration process that can be completed with a just a few simple clicks on-site at the retail store.

It could be as easy as just scanning my warranty card at the store. The scan would capture all the required serial no. and warranty no. of my purchased product.

All I am required to do is just press submit and everything will be stored at the manufacturer's customer system.

3.4. Kevin Lee

3.4.1 UX Persona

Personal Profile	Interviewee
Demographic attributes	Kevin Lee, age 36 Married, Male
Psychographic attributes	● A family man ● Spends his social time with his families, kid and friends ● He is very detailed, hands on and process driven ● He is an avid hobbyist photographer ● He is very passionate about his photography work
Goals & needs	● He is willing to pay for high quality camera gadgets that meet his needs. ● He values specialty store that delivers great customer services and shares in-depth product knowledge with him. ● He uses the web and visit forum sites to research in-depth on the capabilities of the lenses he wishes to buy
Challenges and pain points	● He finds it hard to do price negotiation with the professional camera shop owners to get more discount for his lens purchases. ● He is concerned about who gets access to his private data when he fills up a product registration form.
Brand influence and exposure	Samsung Smart TV, Sony SLR Cameras and lenses
Technology Usage	● He is an avid user of social media apps, Facebook, Youtube and Whatsapp ● Uses NiSi Filters Exposure Calculator app and other camera related apps ● Uses Dropbox for storing his digital photo files
Design implications	Well-designed, high performance, light weight, compact and portable
Tasks and scenarios	He wishes for more service oriented and adaptable servicing packages that will help him evaluate the repair cost and to advise him on the required servicing needs of his products.

3.4.2. **Interview**

Date	26 Mar 2018
Name	Kevin Lee, age 36
Location	Waterway Brooks, Punggol

Q1.

What is your name and What do you do professionally?*(user profiling)*

My name is Kevin Lee, married. I work as a purchaser of technical operations equipments, medical devices for Alcon, a pharmaceutical products company.

I run tenders for silverwork, construction projects and manages contracts.

Q2.

Tell us more about yourself? *(user profiling)*

I am a hobbyist photographer. I like to take family portraits and landscape photos. I use largely Sony digital SLR cameras for my photography hobby.

I choose Sony as my preferred brand because of the capabilities to manage colours, image, low light, noise and the range of lens they sold. It is also light and small to handle.

I also attend to many family gatherings and my kid's birthday events.

Q3.

What types of apps on your phone do you use on a regular basis? *(user profiling)*

I use many social apps like, Facebook and WhatsApp for personal communications.
I share a lot of photos on Facebook with my family and for catching up with my friends.

I use NiSi Filters Exposure Calculator app for applying filter in photos. I use another app for tracking sunset and sunrise sun directions for taking landscape photography.

For storage, I use dropbox to privately share photos with friends.

Q4.

What types and brands of electrical appliances or gadgets do you usually buy and why?
(open ended question)

I am not a very technical person, I would search online for the most reliable electronics brands to buy. The top search result usually points me to Samsung and Sharp.

I bought a Samsung TV. I had researched and found out Samsung TV are more durable and have smart TV features to watch Youtube, local TV channels and Starhub cable programmes on TV.

Recently, I bought a new lens. I mainly did online research on prospect lens. I research on the images produced from the lens. I am concerned about how it handles low light, sharpness and the quality of the images produced by the lens.

I also evaluate the product in terms of the build, the feel of the materials. I also base my buying decision on reading the reviews from the forums.

Q5.

How do you go about searching what appliances and where to buy them?

I mainly research about a prospect lens from various online forums. I look at the images shot taken by the prospect lens to study if the lens are suitable for my needs.

I have to rely heavily on online research as there are not many chances to allow you to test the lens in the stores. In our local context, testing a lens indicates you want to buy the item.

I used to go to Funan to buy camera stuff because a lot of camera shops are located there.

I always go to TK Photo and SLR Resolution. TK is relocated to Plaza Singapura. I like these 2 shops because they are very service oriented.

I don't go to trade shows because those are mainly marketing events and the variety of the products displayed on the show are limited.

I also bought used old and rare lens from eBay. I will buy new lens or camera from the local shops.

I made a donation to venuslens.net kickstarter campaign to help crowdfund a lens product of theirs.

Q6.

What sort of factors would affect your budget for an electronics product purchase?

I look at the quality of the lens first then followed by the price. My buying decision depends on the quality of the customer services and the product insights the store owners could share with me.

I will look at the different tiers of released lens products for my consideration. I look for a range of products available in the shop to try and buy them.

Q7.

Do you make a price comparison before purchasing and how did you do so?
What were the problems that you have faced when making a price comparison?

I would start comparing prices listed at bigger retail stores like Harvey Norman, Courts and then I would compare with prices listed at the smaller professional camera shops.

I have since stopped going to Harvey Norman & Courts. I find the specialty camera shops have more in-depth product knowledge and they offered me better pricing.

Price negotiation are not well received at the professional camera shops though. I have even tried bulk purchase with a few friends but I do not get a better price reduction.

Q8.

Can you describe what type of warranty registration, card form or digital form, was

issued to you during your purchase?

I was issued warranty cards with an online link to register for camera equipments.

Sometimes, you will be awarded a warranty extension period if you have registered successfully online.

Q9.

How do you feel about the warranty registration process? Is it good or bad?

I do not have an urgency to register the warranty as I feel that the new electronics appliances would not break down within a year of usage.

It is troublesome to register warranty be it card or online. I will register a warranty if the period of warranty coverage is above 2 years.

I think filling up of personal particulars is cumbersome. I am concerned about who gets access to the data.

Q10.

Could you share your last experience when an electronic gadget of yours is faulty and needed to be fixed?

I used to have a Nikon camera and feels that visiting the service center is inaccessible. The opening hours of the service center overlaps my work hours and I'll need to apply leave to get the camera fixed.

The Sony service center queue wasn't long despite they service many other product types. I only waited for 5 minutes to hand in my camera to fix. The service center was at 313 somerset.

Customer service wasn't totally pleasant because the repair fees is too expensive. I asked to lower the repair fees as I was not happy with the quoted fees. To my delight, the customer service staff came back with 50% fees reduction for me.

I was very pleased that Sony service center had made the effort to reduce my repair fee. I really value such high level of customer oriented service.

Q11.

Do you have to handle your appliances/gadget's warranty matter, why and what are you trying to get done?

I had to spend a long time to fill up a long warranty form that required me to fill in my personal particulars in order to register the warranty for a camera manfrotto tripod.

Q12.

Were you able to overcome the warranty issues, if yes how did you get around the problem?

I faced some issues with the warranty coverage of the air-con. The air-con consist of 3 units system. It is difficult to do a 1-for-1 exchange for the entire system if a single unit is spoilt.

I have to pay more fees for the air-con serviceman to swap the least used air-con unit to replace the more worn out air-con unit during the repair work.

I also try out other third-party serviceman from the flyers I have picked up. I will pay more for good quality service jobs.

Q13.

What frustration do you face when handling the warranty matter?

I realised that most warranty only cover specific parts of a camera equipment.

I have vague ideas on what are the parts and conditions of the product a warranty exactly covers. There are a lot of fine prints in the warranty card that are not well-explained. It is still a mystery to me.

The warranty period is too short as it is only valid for a one year period.

Q14.

What would make this process easier?

I wish that the warranty registration process can be much easier.

I feel that data protection is a challenge at retailers such as Best Denki, Courts to help with warranty registration at shop.

I would like big brand like Sony to be able to help register and handle the customer's particulars and warranty on my behalf during the purchase of the products at the stores.

I would prefer the warranty could have at least 2 years coverage period. I think the wear and tear of the electrical appliances will likely occur past the 1st year usage.

Q15.

Is there anything else you'd like to share with us today?

I think the manufacturers could devise a warranty triage process for evaluating repair effort of the electronic appliances during the next few consecutive years of usage.

They could then recommend a range of warranty coverage or other value-added servicing packages to the consumers on the second year.

It will be very useful for the customer servicing team to pre-evaluate repair fees for consumers. I believe the evaluation will help inform the consumers on what range of servicing cost and what type of coverage they will require on the second year onwards.

A questionnaire could be send to the consumers to access what kind of wear and tear issues the customer's product is facing after the first year of use.

3.5. **Interviewee Audio Recordings**

Enclosed are the audio recordings of the user interviews located at the url link below:

Link to the audio recordings

4. Key Takeaway

The user interviews have been sorted into a few main category clusters for easier post-analysis of the user insights and audio recordings.

4.1. Key Findings

After analyzing the user interviews of the chosen participants, the user Insights are clustered into main categories for post-analysis to provide a list of key findings for future product improvements of XimpleThings.

User Bio

- The primary target users are newly wedded or married couples who shop for electronic appliances to enhance the quality of their lives and to beautify their homes.

- They are tech savvy, well-informed and buy only gadgets and products that fit well into their home interiors and suit their needs.

- They are constantly looking for the best value products in terms of functionality and reasonable price points.

- They like to use products that provide an efficient service, saves cost and makes life more manageable.

- The secondary group of user is single and stays with his family members. He usually buys products that caters to his whims and fancy for his own consumption needs.

  He likes to get new updates on products that are unique, portable and differentiate him from the other regular consumers.

Favourite Apps

- The users like to use apps that could save time, cost and provide efficient services

- They use apps like Sg Buses, Grab, Uber and o-Bike to commute to work cheaply and efficiently

- Google Calendar, Outlook Calendar is used widely for organizing their work and daily schedules

- Wrike, Dropbox, Skype is used for work collaborations, file sharing/storage and meeting conferences

- Facebook and Instagram are the most commonly used social media apps for keeping up with friends, provide conversation topics and to kill boredom

Brand Association

- Established and reliable brands like Apple, LG, Samsung, Sony, Sharp emerged as the top consumer choices on web search rankings and on the buyer lists.

- China brand such as Huawei, is considered a good alternative choice for mobile phones. The brand is comparable to the other international brands in terms of product specs and is priced competitively

Product Search

- The users usually discover an interesting product online and will research in-depth on the web to gather all the required product specs. Next, they would head down to a retail store to get a sense of the actual product.

- Major retailers like Courts, IKEA, Best Denki, Gain City are the trusted stores the consumers will visit to survey the various options and buy branded products.

- Chinese ecommerce sites, JD.com, and aliexpress.com, are popular websites that the consumers surf online to get new product updates, tech trends and buy individual order of the product not available in Singapore.

- Ebay, ezbuy.sg are popular platforms for sourcing and buying used or unique product accessories and gadgets. Ebay has good buyer, seller ratings, while ezbuy.sg provides convenient collection points for users to collect their purchased items.

- To buy niche and specialty items, a subset of consumers will back crowdsourced gadgets from the Kickstarter site.

Price Comparison

- Users would research extensively on various price points of the intended purchase on various websites like gsmarena.com and aliexpress.com

- The tech savvy user will look at the recency of readers' reviews and forums to look at what price point others are paying for the item.

- Some users will only start comparing prices if an item cost above $900 - $1000.

- The quality of the product is the top consideration, followed by cheaper pricing. If the quality between the branded item and the cheaper item is not significant, then consumer will buy the cheaper model.

- The consumers' buying decision also depend on the quality of the customer services and the product insights the store owners could share with me.

Desired Experience

The desired product experience the interviewed users expect should provide:

- Seamless user experience across devices, such as Google Calendar being able to sync with Outlook Calendar and vice versa.

- The app must be easy to use, has clear navigation flow and simple one click access.

- Well designed & consistent look and feel of the user interface.

- The details of a listed product should show specs info about pricing, ratings, sizes and dimensions for users to gauge if the product will fit into his home.

- Well written product reviews will remove any doubts potential customers may have about a product, or can help product selection.

- Have more service oriented and adaptable servicing packages that will help consumers evaluate the repair cost and to advise on the required servicing needs of the products.

Repair Service

- A service center usually requires consumers to submit information about the product model no., Serial no. and the warranty registration done as prerequisite for a servicing job.

- Most consumers will forget to follow up on their half-yearly servicing routine check of the maintenance of their air-con, unless their equipment start leaking.

- Consumers feedback that the quoted repair fees are often expensive so they like assistance on helping to evaluate their repair costs or provide some service coverage.

- Do not remember the contact number of the designated serviceman so users had to google search to look for one. A directory of listed certified servicemen would come in handy when you need to hire them for repair jobs.

Warranty Type

- Issued with paper cards or cards that has a web link to register the warranty online

- Small specialty shops sometimes required a consumer to complete a long registration form along with personal particulars.

- Other items that are bought online does not have warranty coverage.

- The big reputable brands sometimes offer warranty extension incentives if consumers register their particulars and warranty online.

- The warranty covered are normally just basic servicing coverage limited to a year.

Warranty Pain Points

- Always lose the paper warranty registration cards or could not recall where they have kept them.

- Consumers often forget to register the warranty online after a purchase.

- Forgotten to mail out warranty cards that are required to be sent out to the manufacturers.

- Frustrated with the long queue at the service centre on weekends.

- The location of the service centers are very remote and not easily accessible by public transport

- Consumers are not well informed on the feasibility of the service job.

- Did not help consumers to access if the repaired product is still serviceable or to get a new product.

- Consumers have vague ideas on what are the parts and conditions of the product a warranty exactly covers. There are a lot of fine prints in the warranty card that are not well-explained.

- The warranty period is too short as it is only valid for a one year period and it has limited servicing coverage.

- Had to fill up a long warranty form that requires to fill in personal particulars in order to register the warranty for a camera tripod.

- Consumers feel that filling up personal particulars is cumbersome and are concerned about who gets access to the data.

Service Wishlist

- Consumers would prefer the shop assistant helps me in-store to register the warranty after I have made a payment. This e-service should also be able to cater to most of the prominent electronic brands

- Prefer to register the warranty online because it helps to avoid the problem of keeping too many cards and losing them.

- Upon registering the warranty, includes an additional pick-up service to collect the repair items to a service centre for servicing and return the repaired goods when done. This Send-for-repair feature should focus on creating convenience for the users.

  Consumers would consider to pay a minimum fee of $15, if the repair job is for a bulky item is at a faraway service center.

The process could be as easy as scan a warranty card at the store. It will capture the required serial no. and warranty no. of the purchased product.

- Wish to have a single access point that consumers could have a quick glance and keep track on what warranty is expiring so I can act upon it.

  The feature that notify and upsell consumers on warranty renewal and extension when a warranty is expiring.

- Wish for the warranty to have 2 years coverage to handle the wear and tear of the electrical appliances will likely occur past the first year usage.

- Suggest that the manufacturers could devise a warranty triage process for evaluating repair effort of the electronic appliances during the next few consecutive years of usage.

  It would come with a range of warranty coverage or other value-added servicing packages to the consumers on the second year.

- The customer servicing team could help evaluate and inform the consumers on what range of servicing cost and what type of coverage they will require on the second year onwards.