

HEEM

Author and Stakeholders

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Background

Heem is a new app for interior design and they have partnerships with a number of top 10 furniture stores in the U.S. Heem is currently scanning all the catalog items featured by these stores, as well as setting up processes to keep their catalogs updated. It's now time to start designing their app! Users should be able to select any type of furniture (e.g. small objects like boxes or up to something as complex as kitchens) and see it in augmented reality through their smartphone or tablet app.

Research Goals

- Identify Heem's target demographic
- Determine how people shop for furniture in-person
- Determine how people shop for furniture online
- Identify users' goals, needs, motivations, and frustrations revolving around shopping for furniture
- Learn about how AR is currently being used

Assumptions

- People want to look for furniture that fits well with the other furniture in their home.
- People are willing to use AR.
- Seeing furniture in augmented reality will help people choose furniture.
- Offering a big catalog of furniture will make a significant difference to the user experience.
- For most consumers, AR and VR are attractive, but not really useful.
- People have an idea of what they are looking for when they shop for furniture.

Research Questions

- Who is Heem's target audience?
- What do people enjoy about shopping for furniture in-person?
- What do people enjoy about shopping for furniture online?
- What do people dislike about shopping for furniture in-person?
- What do people dislike about shopping for furniture online?
- Who are Heem's leading competitors?
- How is AR used currently?

Methodologies

- Secondary Research
 - Market Research: I will identify the trends and pain points in the furniture industry and the demographics of people who shop for furniture. I will learn about how AR is currently used.
 - Competitive Analysis: I will identify Heem's leading competitors and evaluate their strengths and weaknesses.
- Primary Research
 - User Interviews: I will conduct user interviews to gain insights about users' goals, needs, motivations, and frustrations revolving around shopping for furniture.

Participants

- Ages 18+
- Males & Females
- People who have shopped for furniture before

Timeline

- Market Research and Competitive Analysis
- Create an interview guide for 1-on-1 user interviews
- Conduct user interviews
- Synthesize findings in an empathy map
- Analyze findings
- Deliver results