

# Nova Responsive Website Design Research Debrief

**Research Goal:** To learn how users currently search for wood products online so that we can create a suitable platform.

**Method:** Google Survey Form

**Participants:** 7

**Age Range:** 31-70

**Gender:** 3 female, 4 male

**Children:** 0 (3 participants), 1 or more (4 participants)

**No. Of People In Household:** between 2-4

**Marital Status:** Common law (1), Married (5), Single (1)

**Location:** Canada (6), US (1)

**Income Range:** 0 - 120K

**Industry:** Student, Government, Science, Counselling, Tech, Construction

## Survey Overview

### Type of home improvement projects:

Built home, cottage, apartment, rooms, fence, aux buildings, sauna, outdoor shower, garden boxes, greenhouse, deck  
Finishing and repair, replaced countertops, flooring, painting, shelves, sound proofing, etc.

### Contractor or DIY?

Contractor: 2 participants

Reasons: Heavy construction work, project required permits, accuracy

DIY: 3 participants

Reasons: Enjoys building, affordability, uncertain whether a contractor can build customer's vision

Both: 2 participants

## Products purchased from:

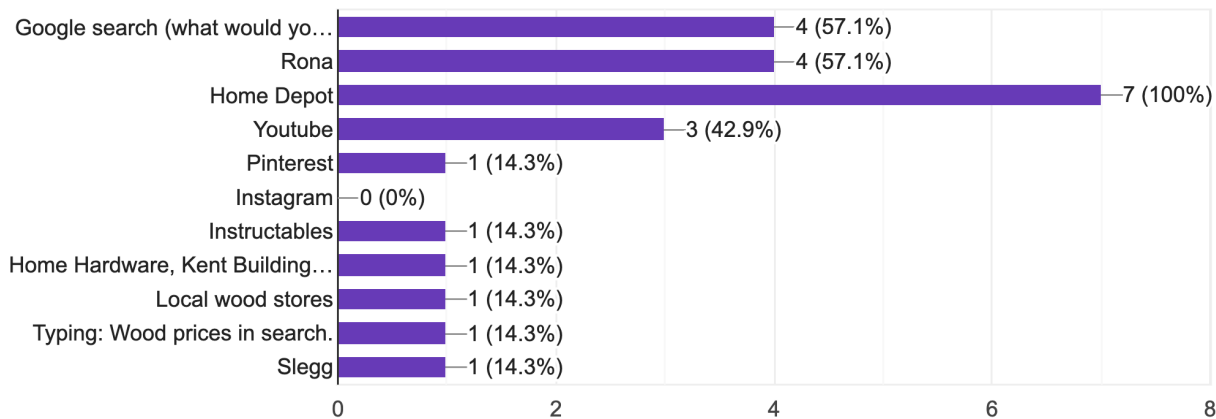
Home Hardware, Kent Building Supplies, Home Depot, Rona, Slegg, Amazon, Local lumber company, Kijiji (up cycled materials), wholesale distribution, contractors recommendations

## Reasons you purchased from these companies:

- Within budget / good price
- Time restraints
- Good selection
- Guaranteed products
- Product Availability
- Environmentally friendly / up-cycled
- Customer service - addressed our concerns, took time with us, *“they knew me by name”*
- Convenience

If you were going to do a new project with wood, which websites would you check out?

7 responses



## What do you enjoy about the process of finding products?

- Discovering other new products on the market
- Learning how different products can fit together to make what you want
- Looking at samples and becoming inspired
- Finding good deals / discounts
- Building something new from many sources
- Clear instructions / descriptions
- Building rapport with customer service reps and gaining their knowledge

## What do you not enjoy about the process of finding products?

- Not enough details in description / measurements
- Not enough store availability

- Ordering online and not knowing what you will get
- Ordering online and not knowing when delivery date is
- Browsing online and products in store are not the same quality
- Expense of products / higher quality items more expensive
- Time consuming to search around

**Reasons for doing home improvements:**

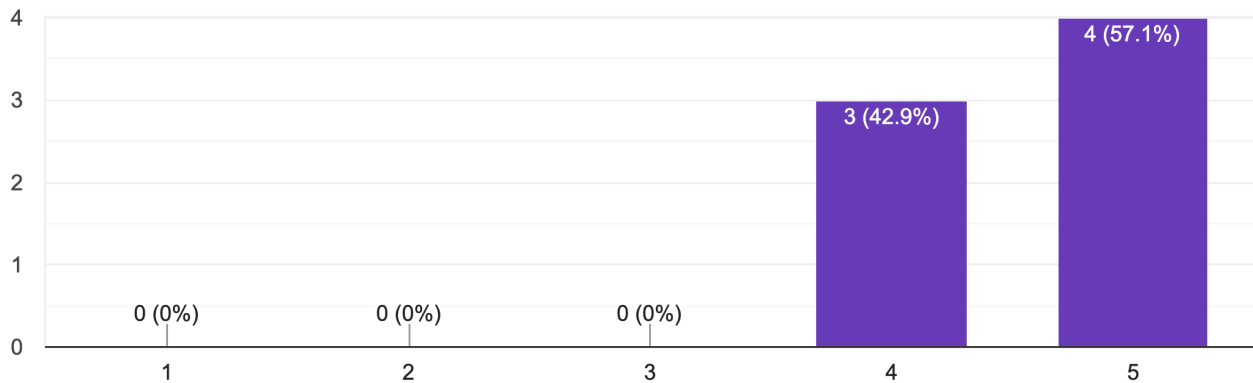
- To enhance property
- For the fun of building / enjoy the work
- To reflect my style
- To increase value of home / property
- To generate revenue (rental unit)
- Enjoy the challenge
- Was hired by company to oversee office repairs

**Website Features**

**Product Photos**

How important would photos be when looking at wood products?

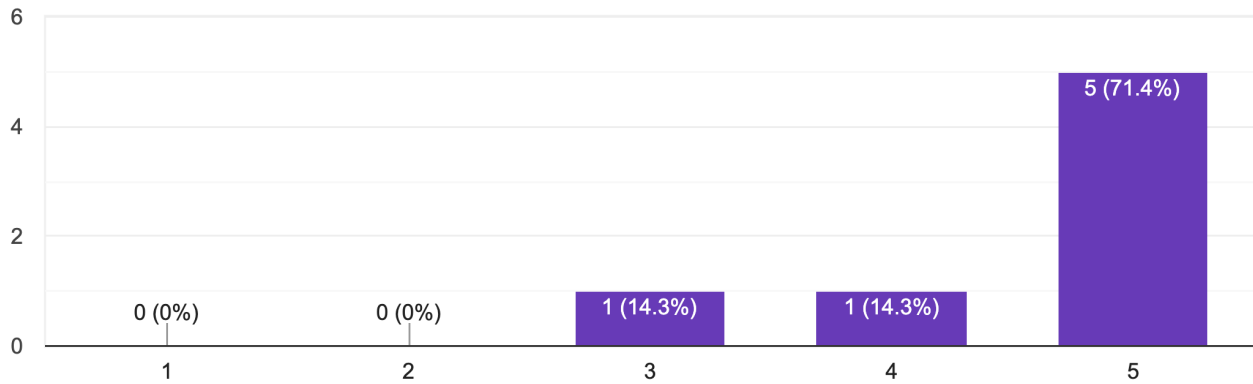
7 responses



## Search

How important would searching for a specific product be?

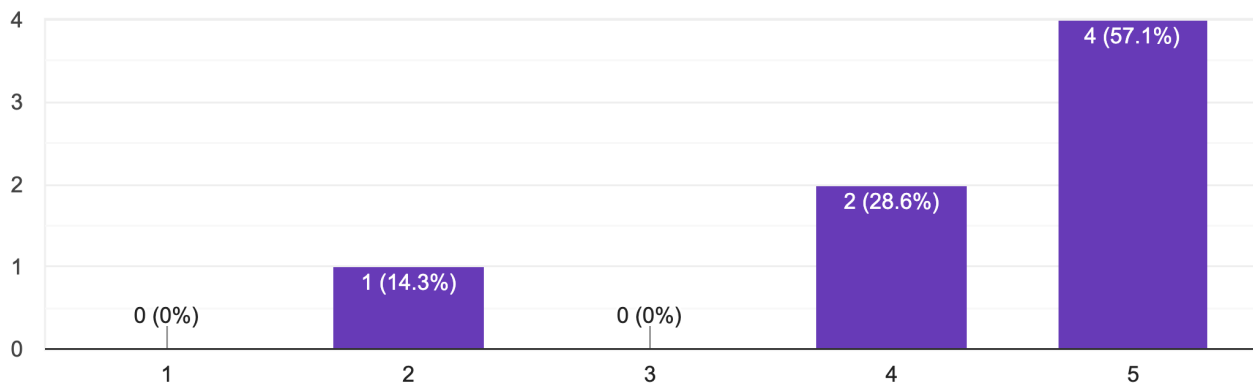
7 responses



## Chat

How important would being able to quickly connect with someone to chat about your project be?

7 responses

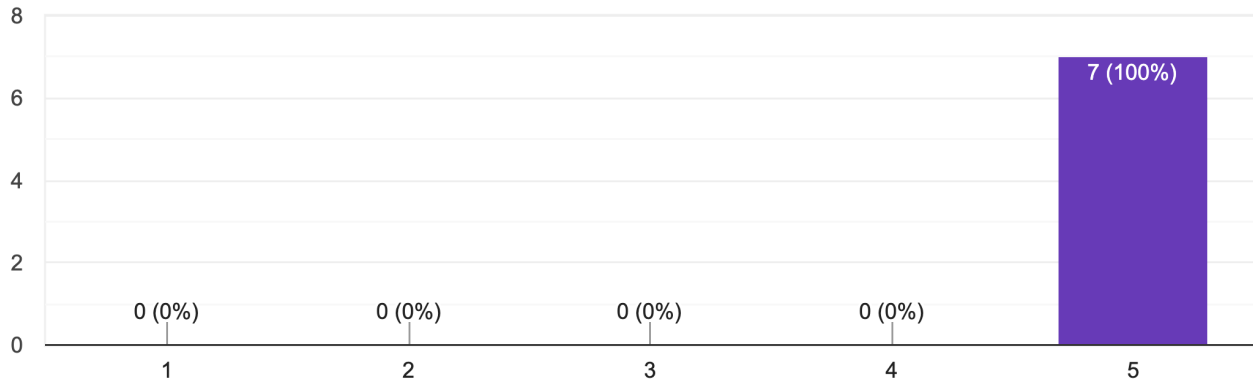


85.7% of people surveyed feel it would be important to quickly chat with someone regarding their project.

## Product Price List

How important would it be to view a product's price list?

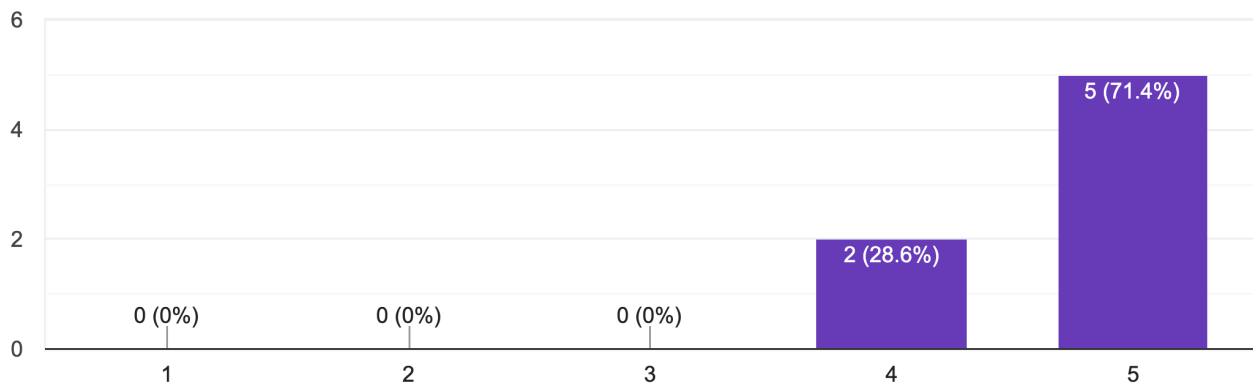
7 responses



## Samples

How important would seeing actual samples before purchasing be?

7 responses

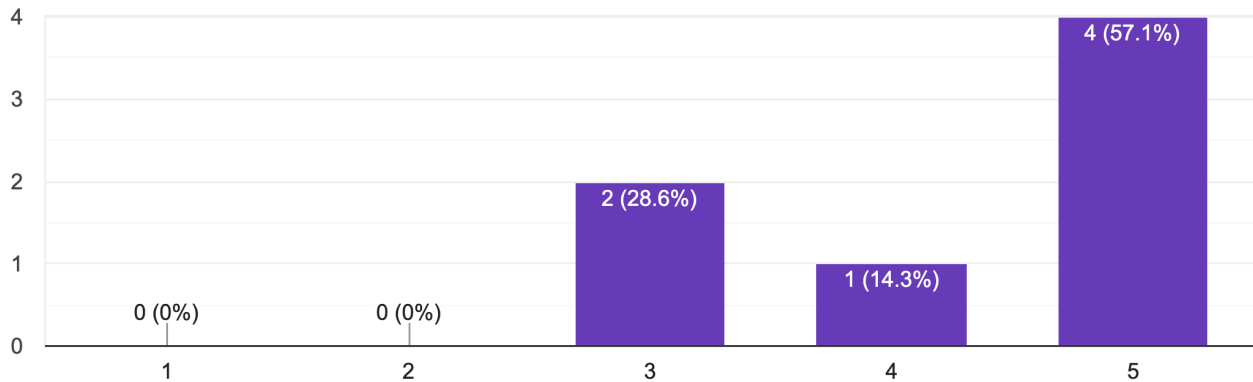


71.4% of people surveyed feel it would be very important to see actual samples before purchasing.

## Cost

How important would the total project cost be?

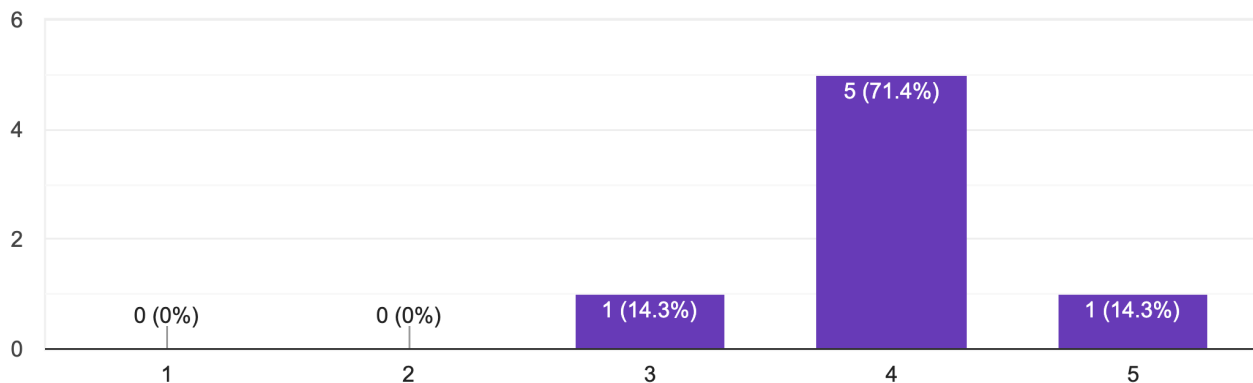
7 responses



## Environmentally Friendly Products

How important would sustainably sourced / environmentally friendly products be?

7 responses



## Purchase from a Website or Store?

**100% of people surveyed prefer to go to a store to purchase products.**

Reasons:

- Website does not always reflect what is in store (quality and availability)
- Easier to return product to a store front
- Customer can touch and feel materials
- Customer feels like they need guidance with project
- Less errors

“I prefer [going into] a store, because I can see the products first hand, instead of ordering material and finding out that it was not what I wanted and then would have to return it.”

### **What would make it easier to purchase wood products?**

- Detailed descriptions
- Product samples
- Delivery after purchase
- Purchasing as a kit / having it pre-cut
- Competitive pricing / affordable
- High quality
- Inventory low/high display
- Chat feature on website to ask direct questions or requests before submitting order
- Previously purchased from company / know what to expect

## **Participant Overview**

### **Needs**

- Final project reflecting their vision
- Affordability / meeting the budget
- Contractors for heavy lifting, permits, ensure project is done correctly
- Having all the materials for a project
- **Quality materials**
- Timely delivery / product availability
- **Good, quick, knowledgeable customer support**  
*“They were upfront/fare and spent additional time working with us to ensure they met our needs or addressed any concerns with everything documented within the contract. Along with no pressure to sign.”*
- Able to visit a store to view products / purchase

### **Frustrations**

- Having to order special products to complete project
- Project expense and extra costs popping up
- **Project costing more than originally anticipated**
- Project taking longer than expected
- Missing materials / not having everything on hand for the project
- **Website products do not reflect what is available in store**
- Contractors not able to build customer vision
- Having to return a product

## **Motivations**

- **Good selection of materials**
- Product guaranteed
- Product cost comparison
- Increase home / property value
- **Seeing the vision come together / being creative**
- Product delivery
- Purchasing a kit or having wood pre-cut
- Knowledgeable contractor
- **Sustainably source, environmentally friendly products**
- Matches customer's style preferences
- Last minute availability
- **Product / material photos**
- Discounts / good deals
- **Product samples**
- Clear instructions for the project
- Enjoying the challenge of the project