

Data from Interviews at Post office and Paper presentation:

Youmna Interviews at Paper presentation

We have this product, a letter mailing kit with stamps that can be order online and deliver to you home.

Name: Vahid

Email Address:

Profession: Manager at print icon

Age:50

Gender: Male

REPRESENTATIVES at the paper stores?

Do you sale stamps?

No

If yes, Do people ask to buy stamps here?

Sometimes

Where do you direct people to buy stamps when they ask you?

Post office. A block from here, on 18th street between 7th and 8th avenue.

Do you have more physical or online customers?

We don't have an online store yet but if we would I think that customers would buy general items from the online store and not personalized items. But in general it is easier to come in person and feel the paper. That is very important for customers.

Do you sale kits with stamps?

No, why should we sell them if the deli has it. It would be inconvenient for us. There are certain things we don't want to get into.

If not, why not?

It wont be an efficient business for us since the cost of stamps always fluctuates. We would lose profit if we were to buy them is wholesale. I don't want to take this risk in my business.

We would have to partner/ get involve with Post Offices and we really don't want to do that. Things like taking into consideration the weight of the letters. Depending on that the number of stamps would change, so it couldn't be consistent.

Although if it was about customizing stamps we could do it.

Have there been any requests for that?

A lot of people requested that.

We have this product, a letter mailing kit with stamps that can be order online and deliver to you home.

Name: Dolma
Email Address:
Profession: Sales at Paper presentation
Age: 28
Gender: Female

REPRESENTATIVES at the paper stores?

Do you sale stamps?

No

If yes, Do people ask to buy stamps here?

Yes they do, a lot.

Where do you direct people to buy stamps when they ask you?

Deli around the corner or post office.

Do you have more physical or online customers?

Physical customers. I think that coming in to the store physically is more efficient since you can see, touch and feel the paper. The online store can be a reference to see what is available at our store.

Do you sale kits with stamps?

No we don't. The most popular item we sell is the Ruber stamps and Inkpads.

If not, why not?

Because you can get it at the post office or the deli

Have there been any requests for that?

A lot of people requested that.

We have this product, a letter mailing kit with stamps that can be order online and deliver to you home.

Name: Cat
Email Address: No
Profession:Graphic designer
Age: 25
Gender: Female

***Note:**

Their problem:

Is our solution a valuable one?

CUSTOMERS at the paper stores?

What brings you to the store today?

I am looking for cupcake boxes.

What do you buy at paper stores?

Paper especially decorative ones.

What do you look for in the stationary you usually buy?

Quality and patterns

Is attaining stamps an inconvenience?

No

Have you ever buy stamps online?

No

What do you use these paper goods for? mailing letters?

I use these stationary to mail birthday cards

How do you deliver these stationary / cards? do you hand them in or mail them?

I deliver them by mail.

Why do you write letters? (Do you send letters in special occasions or regularly)

i don't like to write letters it is too time consuming.

Is customization in your stationery / cards valuable to you?

Yes

Would you consider yourself an arts and crafts lover? do you like typography? do you like graphic illustrations? eco-friendly aesthetics?

Yes all of the above.

Do you ever order stationery online? where?

No

Have you ever thought about buying postage online?

No

If so, where?

tinyprinted.com minted.com

Do you value personalized stationary or basic paper? (aesthetics / function)

Yes

We have this product, a letter mailing kit with stamps that can be order online and deliver to you home.

Name: Alex

Email Address: alexk@collective11.com

Profession: Graphic designer

Age: 42

Gender: Male

*Note:

Their problem:

Is our solution a valuable one?

CUSTOMERS at the paper stores?

What brings you to the store today?

I am looking for paper for an invitation letter I am designing.

What do you buy at paper stores?

All types of paper for my work, personal use and inspiration.

What do you look for in the stationary you usually buy?

It varies from time to time. But usually, quality and recyclable materials

Is attaining stamps an inconvenience?

No

Have you ever buy stamps online?

Yes, US post office

What do you use these paper goods for? mailing letters?

I use this paper to mail letters.

How do you deliver these stationary / cards? do you hand them in or mail them?

I deliver them by mail.

Why do you write letters? (Do you send letters in special occasions or regularly)

I do because I like to write with my pencil and I love handwriting.

Is customization in your stationery / cards valuable to you?

Yes

Would you consider yourself an arts and crafts lover? do you like typography? do you like graphic illustrations? eco-friendly aesthetics?

Yes all of the above.

Do you ever order stationery online? where?

No I prefer going to a store and touching the materials physically.

Have you ever thought about buying postage online?

No

If so, where?

Do you value personalized stationary or basic paper? (aesthetics / function)

Definitely personalized.

We have this product, a letter mailing kit with stamps that can be order online and deliver to you home.

Name: Raphael

Email Address: raphael.rosen@gmail.com

Profession: Science writer

Age: 35

Gender: Male

*Note:

Their problem:

Is our solution a valuable one?

CUSTOMERS at the paper stores?

What brings you to the store today?

I am looking for a lock book. Like a diary to store my passwords.

What do you buy at paper stores?

Pens and block notes papers.

What do you look for in the stationary you usually buy?

Quality, off white paper and crane stationary.

Is attaining stamps an inconvenience?

No I order my stamps online from the post office or a independent local store next to where I live.

Have you ever buy stamps online?

Yes, US post office

What do you use these paper goods for? mailing letters?

I use this paper to mail letters.

How do you deliver these stationary / cards? do you hand them in or mail them?

I deliver them by mail.

Why do you write letters? (Do you send letters in special occasions or regularly)

I love writing letters. I love the fact that it is not immediate. It is unique and I can feel the paper. It has a tactile quality

Is customization in your stationary / cards valuable to you?

Yes but only in the paper, not in the design. I like plain paper.

Would you consider yourself an arts and crafts lover? do you like typography? do you like graphic illustrations? eco-friendly aesthetics?

I love typography

Do you ever order stationery online? where?

Yes I bought some notebooks and steno pads.

Have you ever thought about buying postage online?

Yes

If so, where?

Post office

Do you value personalized stationary or basic paper? (aesthetics / function)

Basic paper

We have this product, a letter mailing kit with stamps that can be order online and deliver to you home.

Name: Terry

Email Address: No

Profession: Broadway dresser

Age: 58

Gender: Male

*Note:

Their problem:

Is our solution a valuable one?

CUSTOMERS at the paper stores?

What brings you to the store today?

I am looking for unique paper for my resume

What do you buy at paper stores?

Paper

What do you look for in the stationary you usually buy?

The quality, the uniqueness and if it is eye catching

Is attaining stamps an inconvenience?

No because I got directly with all the mail that I have to send to the post office and buy stamps from there

Have you ever buy stamps online?

No, they are usually oversized.

What do you use these paper goods for? mailing letters?

I use it when I have a special occasion like for example a job interview.

How do you deliver these stationary / cards? do you hand them in or mail them?

I don't write letters. I prefer sending an email or using facebook to write a message

Why do you write letters? (Do you send letters in special occasions or regularly)

I don't have time to write letters. But if I did I would buy basic paper.

Is customization in your stationery / cards valuable to you?

No. I only use customizable stationery when I have a gift to give. I usually buy a packet of small nice cards.

Would you consider yourself an arts and crafts lover? do you like typography? do you like graphic illustrations? eco-friendly aesthetics?

No

Do you ever order stationery online? where?

No

Have you ever thought about buying postage online?

No

If so, where?

n/a

Do you value personalized stationery or basic paper? (aesthetics / function)

No I prefer basic paper that I can find at staples.

We have this product, a letter mailing kit with stamps that can be order online and deliver to you home.

Name: Maggie

Email Address: mtate024@yahoo.com

Profession: Wedding specialist

Age: 27

Gender: Female

*Note:

Their problem:

Is our solution a valuable one?

CUSTOMERS at the paper stores?

What brings you to the store today?

I am looking for some decorations for my sisters birthday party

What do you buy at paper stores?

Cards, stationery and notepads

What do you look for in the stationary you usually buy?

Girly feminine designs

Is attaining stamps an inconvenience?

No, I just go the the deli around the corner

Have you ever buy stamps online?

No

What do you use these paper goods for? mailing letters?

I use them to mail cards

How do you deliver these stationary / cards? do you hand them in or mail them?

I deliver them by mail

Why do you write letters? (Do you send letters in special occasions or regularly)

I never write letters. It is too time consuming

Is customization in your stationery / cards valuable to you?

Yes

Would you consider yourself an arts and crafts lover? do you like typography? do you like graphic illustrations? eco-friendly aesthetics?

Yes

Do you ever order stationery online? where?

No but I can look at some designs online and then physically buy them.

Have you ever thought about buying postage online?

No

If so, where?

n/a

Do you value personalized stationery or basic paper? (aesthetics / function)

Yes I do.

We have this product, a letter mailing kit with stamps that can be order online and deliver to you home.

Name: Teresa

Email Address: No

Profession: Visual display designer

Age: 41

Gender: Female

*Note:

Their problem:

Is our solution a valuable one?

CUSTOMERS at the paper stores?

What brings you to the store today?

I am designing a package for a product for work, so I am looking for materials that I can use to work with.

What do you buy at paper stores?

Paper, markers and pens

What do you look for in the stationery you usually buy?

Weight, texture and color

Is attaining stamps an inconvenience?

No I never buy stamps.

Have you ever buy stamps online?

No

What do you use these paper goods for? mailing letters?

Just for work.

How do you deliver these stationary / cards? do you hand them in or mail them?

I never send cards or letters to people anymore. I just email them.

Why do you write letters? (Do you send letters in special occasions or regularly)

I never write letters.

Is customization in your stationery / cards valuable to you?

No

Would you consider yourself an arts and crafts lover? do you like typography? do you like graphic illustrations? eco-friendly aesthetics?

Yes all of the above

Do you ever order stationery online? where?

No

Have you ever thought about buying postage online?

No

If so, where?

n/a

Do you value personalized stationery or basic paper? (aesthetics / function)

I don't care.

We have this product, a letter mailing kit with stamps that can be order online and deliver to you home.

Name: Suly Riva

Email Address: retrographics.riva@gmail.com

Profession: Student

Age: 20

Gender: Male

*Note:

Their problem:

Is our solution a valuable one?

CUSTOMERS at the paper stores?

What brings you to the store today?

I am looking for materials for a project at school

What do you buy at paper stores?

I usually buy paper and materials for school.

What do you look for in the stationary you usually buy?

Quality

Is attaining stamps an inconvenience?

No since I live really close to the post office.

Have you ever buy stamps online?

Yes, I buy from the post office

What do you use these paper goods for? mailing letters?

I usually use this paper for art, a job offer and an important event. But I don't buy this paper to mail letters, I just use regular paper.

How do you deliver these stationary / cards? do you hand them in or mail them?

I have a lot of family abroad, so I usually mail them but if I have the occasion to hand them the letter, I prefer to be there in person to see their reaction immediately especially that I always customize the letter by designing it and using illustration that I draw.

Why do you write letters? (Do you send letters in special occasions or regularly)

I write letters because they are here to stay forever. It shows that you really care about the person you are mailing or giving the letter to. Also, the person can preserve it and remember it. I also feel that it is the best way to express yourself.

Is customization in your stationery / cards valuable to you?

Yes

Would you consider yourself an arts and crafts lover? do you like typography? do you like graphic illustrations? eco-friendly aesthetics?

Yes I am a graphic designer. I really love typography

Do you ever order stationery online? where?

No, but if I need something generic like a folder I would consider buying it online. But I prefer being there physically in order to touch and feel the paper I am buying.

Have you ever thought about buying postage online?

Yes

If so, where?

Post office

Do you value personalized stationery or basic paper? (aesthetics / function)

Personalized stationery

We have this product, a letter mailing kit with stamps that can be order online and deliver to you home.

Name: Christine

Email Address: c_ghee@msn.vom

Profession: Housewife

Age: 35

Gender: Female

*Note:

Their problem:

Is our solution a valuable one?

CUSTOMERS at the paper stores?

What brings you to the store today?

I am looking for something special for a baby shower and a thank you card for an event I went to last week.

What do you buy at paper stores?

I usually buy thank you cards, cards in general, scrapbooks and supplies

What do you look for in the stationery you usually buy?

I usually look for nice designs and nice paper

Is attaining stamps an inconvenience?

Yes, because it is a hassle to go to the post office.

Have you ever buy stamps online?

No I never did that, but I should consider it.

What do you use these paper goods for? mailing letters?

I usually use these paper goods to send thank you cards or wedding cards.

How do you deliver these stationary / cards? do you hand them in or mail them?

Sometimes I mail them if and sometimes I give it to the person physically.
Depending if I am going to see them or not.

Why do you write letters? (Do you send letters in special occasions or regularly)

I don't write letters. I just send cards.

Is customization in your stationery / cards valuable to you?

Yes of course.

Would you consider yourself an arts and crafts lover? do you like typography? do you like graphic illustrations? eco-friendly aesthetics?

No not really

Do you ever order stationery online? where?

No

Have you ever thought about buying postage online?

No

If so, where?

/

Do you value personalized stationery or basic paper? (aesthetics / function)

Personalized stationery

We have this product, a letter mailing kit with stamps that can be order online and deliver to you home.

Name: David

Email Address: dhannah@stanford.edu

Profession: Artist

Age: 75 years old

Gender: Male

*Note:

Their problem:

Is our solution a valuable one?

CUSTOMERS at the paper stores?

What brings you to the store today?

I am looking to buy rubber stamps

What do you buy at paper stores?

I usually buy paper, stationery and envelopes

What do you look for in the stationary you usually buy?

Color, texture and Materials

Is attaining stamps an inconvenience?

No, because I never buy one stamp, I usually buy several ones that I store at home. Plus, I also order stamps online so that makes it easy

Have you ever buy stamps online?

Yes, I buy from the US post office website.

What do you use these paper goods for? mailing letters?

I usually use it to mail letters but also I work with paper for my art pieces.

How do you deliver these stationary / cards? do you hand them in or mail them?

I usually deliver them by mail.

Why do you write letters? (Do you send letters in special occasions or regularly)

I write letters to people because I feel it is special sometimes since nowadays everything is done by email

Is customization in your stationery / cards valuable to you?

Not really.

Would you consider yourself an arts and crafts lover? do you like typography? do you like graphic illustrations? eco-friendly aesthetics?

Yes all of the above

Do you ever order stationery online? where?

No I never did that

Have you ever thought about buying postage online?

Yes I did at the US post office

If so, where?

US post office

Do you value personalized stationery or basic paper? (aesthetics / function)

Basic Paper

Daniela Interviews at Paper presentation//

CUSTOMERS at the paper stores?

What brings you to the store today?

We are making a film and we are looking for different papers to craft some props for it.

What do you buy at paper stores?

Paper.

What do you look for in the stationary you usually buy?

I never buy stationery. I don't mail letters.

Is attaining stamps an inconvenience?

Sometimes. When I get them is because I need to mail work related stuff. I get them from the deli across the street where I live.

Have you ever buy stamps online?

No.

What do you use these paper goods for? Mailing letters?

Mostly for work related writing. Thank you notes, things like that.

How do you deliver these stationary / cards? Do you hand them in or mail them?

Hand them in.

Why do you write letters? (Do you send letters in special occasions or regularly)

I don't like to mail letters.

Is customization in your stationary / cards valuable to you?

Not really. I like basic paper. But quality is important.

Would you consider yourself an arts and crafts lover? Do you like typography? Do you like graphic illustrations? Eco-friendly aesthetics?

Yes. I like to handcraft things for making my films.

Do you ever order stationery online? Where?

No.

Have you ever thought about buying postage online?

No. Never needed it.

If so, where?

Do you value personalized stationery or basic paper? (Aesthetics / function)

I like more basic paper. Mix and matching different papers I find.

We have this product, a letter mailing kit with stamps that can be order online and deliver to you home.

Name: Katen

Email Address: didn't want to provide it

Profession: Student in Film & Production.

Age: 25

Gender: Male

***Note:**

His/hers problem: looking for props for making a film.

CUSTOMER 2.

What brings you to the store today?

I am making a film with him. We are artists and like to work with paper. I am here for work.

What do you buy at paper stores?

Paper goods.

What do you look for in the stationery you usually buy?

If I buy, it is mostly blank cards but I look for quality and good texture of paper.

Is attaining stamps an inconvenience?

I never buy stamps. If I ever need them, I get them from the Post-office.

Have you ever buy stamps online?

No. Never.

What do you use these paper goods for? Mailing letters?

Giving cards on birthdays, special occasions.

How do you deliver these stationery / cards? Do you hand them in or mail them?

Mostly hand them in.

Why do you write letters? (Do you send letters in special occasions or regularly)

Don't mail letters really.

Is customization in your stationery / cards valuable to you?

Sometimes. Most of the times I go for the basic blank cards.

**Would you consider yourself an arts and crafts lover? Do you like typography?
Do you like graphic illustrations? Eco-friendly aesthetics?**

Yes. I am artist and filmmaker so I like to craft things.

Do you ever order stationery online? Where?

No.

Have you ever thought about buying postage online?

No.

If so, where?

Do you value personalized stationery or basic paper? (Aesthetics / function)

I love feeling a good texture on paper. I look for good quality but not necessarily personalized.

We have this product, a letter mailing kit with stamps that can be order online and deliver to you home.

It would be very convenient.

Name: Celeste

Email Address: ynanomcya@hotmail.com

Profession: Student in Film & Production.

Age: 23

Gender: Female.

***Note:**

His/hers problem: looking for props for making a film.

CUSTOMER 3.

What brings you to the store today?

I am looking for a binder.

What do you buy at paper stores?

Notebooks, pens, cards and different papers.

What do you look for in the stationery you usually buy?

Good quality of paper. Nice textures.

Is attaining stamps an inconvenience?

Yes, it is time consuming to go the post-office every time I need them.

Have you ever buy stamps online?

No.

What do you use these paper goods for? Mailing letters?

I love mailing letters and sending cards. I usually use them during holidays.

How do you deliver these stationery / cards? Do you hand them in or mail them?

Mail them.

Why do you write letters? (Do you send letters in special occasions or regularly)

I think it is special to feel the paper and also see handwritten notes.

Is customization in your stationery / cards valuable to you?

It is important. I like to mix and match papers and add my touch in details.

**Would you consider yourself an arts and crafts lover? Do you like typography?
Do you like graphic illustrations? Eco-friendly aesthetics?**

I like making collages and playing with paper crafts.

Do you ever order stationery online? Where?

No.

Have you ever thought about buying postage online?

No.

If so, where?

Do you value personalized stationery or basic paper? (Aesthetics / function)

I like to combine different kinds of paper I find. Make them my own.

We have this product, a letter mailing kit with stamps that can be order online and deliver to you home.

It would be amazing to have an all in one. Although I like to see the paper before I buy it. I would like to see it in person first.

Name: Jeannette

Email Address: ogleljc@gmail.com

Profession: Teacher.

Age: 36

Gender: Female.

***Note:**

His/hers problem: looking for a binder to get my bills organized.

CUSTOMER 4.

What brings you to the store today?

I am getting married so I am looking for wedding invitations and thank you cards.

What do you buy at paper stores?

Cards and stationery.

What do you look for in the stationery you usually buy?

Good quality. Nice papers.

Is attaining stamps an inconvenience?

Yes a little. I would love for the process of buying stamps to be easier.

Have you ever buy stamps online?

No.

What do you use these paper goods for? Mailing letters?

Mostly thank you notes, special occasions like for birthday, Christmas, etc.

How do you deliver these stationary / cards? Do you hand them in or mail them?

Mail.

Why do you write letters? (Do you send letters in special occasions or regularly)

I like the quality of handwritten notes and letters. It is special.

Is customization in your stationery / cards valuable to you?

Yes, it is very important for me, although it is usually more expensive and I can't afford it.

**Would you consider yourself an arts and crafts lover? Do you like typography?
Do you like graphic illustrations? Eco-friendly aesthetics?**

I like arts and crafts. I make stuff from time to time.

Do you ever order stationery online? Where?

No. I like going in person to paper stores and feeling the paper.

Have you ever thought about buying postage online?

No.

If so, where?

Do you value personalized stationery or basic paper? (Aesthetics / function)

I do value it. I like it when people give it to me as a gift.

We have this product, a letter mailing kit with stamps that can be order online and deliver to you home.

I think it would be very convenient to have a kit like that but the problem is that I would have to like the papers and stamps.

Name: Lauren

Email Address: Llcf@hotmail.com

Profession: Teacher.

Age: 28

Gender: Female.

***Note:**

His/hers problem: looking for wedding invitations.

CUSTOMER 5.

What brings you to the store today?

We are getting married and we already have wedding invitations but we need thank you cards.

What do you buy at paper stores?

Cards for birthday and special occasions.

What do you look for in the stationery you usually buy?

Quality. Good pricing.

Is attaining stamps an inconvenience?

Yes. Sometimes, we really get them only for mailing bills. When we go to the Post Office we get a bunch.

Have you ever buy stamps online?

No.

What do you use these paper goods for? Mailing letters?

Writing to family.

How do you deliver these stationery / cards? Do you hand them in or mail them?

Hand them in.

Why do you write letters? (Do you send letters in special occasions or regularly)

I think it is a special gesture.

Is customization in your stationery / cards valuable to you?

Not really. We get basic papers and envelopes.

**Would you consider yourself an arts and crafts lover? Do you like typography?
Do you like graphic illustrations? Eco-friendly aesthetics?**

No.

Do you ever order stationery online? Where?

No. Never thought about it.

Have you ever thought about buying postage online?

No.

If so, where?

Do you value personalized stationery or basic paper? (Aesthetics / function)

It is nice to have personalized stationery, but I wouldn't buy it. Maybe for a gift to give to someone I would not for ourselves.

We have this product, a letter mailing kit with stamps that can be order online and deliver to you home.

We would like to buy everything individually.

Name: Kelly & John

Email Address: Didn't want to provide it.

Profession: Engineer and sales person.

Age: 30 & 33.

Gender: Female & Male.

***Note:**

His/hers problem: looking for thank you notes. Wedding related things.

CUSTOMER 6.

What brings you to the store today?

Looking for random things. My daughter and I love paper and love coming to these sorts of stores to look for miscellaneous things.

What do you buy at paper stores?

Materials for school projects for my daughter.

What do you look for in the stationery you usually buy?

Design, good paper quality. Pretty things.

Is attaining stamps an inconvenience?

It is very time consuming to go to Post Offices, although I haven't been there in years. It's been a long since I haven't mail letters.

Have you ever buy stamps online?

No.

What do you use these paper goods for? Mailing letters?

For giving it to friends and family.

How do you deliver these stationary / cards? Do you hand them in or mail them?

I use a lot digital cards, especially Paperless Post. Very convenient.

Why do you write letters? (Do you send letters in special occasions or regularly)

It has been years since I have so I can't really answer that.

Is customization in your stationery / cards valuable to you?

Yes. I like customizing stationary kits for giving them as gifts to friends and family.

Would you consider yourself an arts and crafts lover? Do you like typography? Do you like graphic illustrations? Eco-friendly aesthetics?

Yes. I like making art projects with my daughter. It is always fun to work with different materials. I like eco-friendly aesthetics.

Do you ever order stationery online? Where?

No. I send them online, like through Paperless post.

Have you ever thought about buying postage online?

No.

If so, where?

Do you value personalized stationery or basic paper? (Aesthetics / function)

I like personalized stationery more than basic. Depends on for what am I using it.

We have this product, a letter mailing kit with stamps that can be order online and deliver to you home.

Great idea. Would love to have access to it.

Name: Mary

Email Address: maryba28@yahoo.com

Profession: Housewife.

Age: 35.

Gender: Female.

***Note:**

His/hers problem: With my daughter looking for materials for a school project and random stuff.

CUSTOMER 7.

What brings you to the store today?

I am searching for materials for my thesis. Looking at prices and different options of paper.

What do you buy at paper stores?

I love paper stores. I usually come looking for cards or paper goods but then I end up buying other stuff like other novelties, fun stickers, iPhone covers, frames, magnets, things like that.

What do you look for in the stationary you usually buy?

I like paper. Good quality and nice shapes.

Is attaining stamps an inconvenience?

Sometimes. I usually get them from the machine of a Post Office that is near where I live and that doesn't take much time.

What is mostly an inconvenience is to keep track of them, to organize them and find them at home.

Have you ever buy stamps online?

No.

What do you use these paper goods for? Mailing letters?

For mailing cards and letters to family. Also as gifts. I always give my mother and my aunt stationary kits and paper goods as gifts.

How do you deliver these stationery / cards? Do you hand them in or mail them?

Mail.

Why do you write letters? (Do you send letters in special occasions or regularly)

I think receiving something that it is handwritten shows appreciation towards the person. It is a good reminder that you care about them.

Is customization in your stationery / cards valuable to you?

Not really. I like blank paper, being able to mix different papers.

Would you consider yourself an arts and crafts lover? Do you like typography? Do you like graphic illustrations? Eco-friendly aesthetics?

Yes. I am a designer. Love making things.

Do you ever order stationery online? Where?

No never.

Have you ever thought about buying postage online?

No.

If so, where?

Do you value personalized stationery or basic paper? (Aesthetics / function)

I think it is a nice detail, especially if you are giving them as a gift to someone.

We have this product, a letter mailing kit with stamps that can be order online and deliver to you home.

I would love it. Again as a gift to give to my mom, she would love it, but not for me necessarily.

Name: Katie Barr

Email Address: barrk343@newschool.edu

Profession: MFA DT student.

Age: 25.

Gender: Female.

***Note:**

His/hers problem: Looking for materials for my thesis.

CUSTOMER 8.

What brings you to the store today?

I am getting married and I am looking for paper to make my wedding invitations.

What do you buy at paper stores?

Envelopes, letter size paper so that I can print on it, cards for special occasions and pens.

What do you look for in the stationery you usually buy?

Simplicity and very clean lines.

Is attaining stamps an inconvenience?

Yes. It takes time to go to the Post Office.

Have you ever buy stamps online?

No.

What do you use these paper goods for? Mailing letters?

Yes. I like to mail letters and cards.

How do you deliver these stationery / cards? Do you hand them in or mail them?

Mail them.

Why do you write letters? (Do you send letters in special occasions or regularly)

Letters are valuable.

Is customization in your stationery / cards valuable to you?

I like to customize stationery with my writing.

**Would you consider yourself an arts and crafts lover? Do you like typography?
Do you like graphic illustrations? Eco-friendly aesthetics?**

Yes. I like making things with paper and other materials.

Do you ever order stationery online? Where?

No, never.

Have you ever thought about buying postage online?

No.

If so, where?

Do you value personalized stationery or basic paper? (Aesthetics / function)

Yes I value it.

We have this product, a letter mailing kit with stamps that can be order online and deliver to you home.

It would be very convenient.

Name: Jessica

Email Address: Jessica.cerullo@gmail.com

Profession: Store Manager

Age: 38.

Gender: Female.

***Note:**

His/hers problem: Looking for wedding invitations.

CUSTOMER 9.

What brings you to the store today?

I am an art student. I like coming to these sorts of stores. Today I am looking for stationary.

What do you buy at paper stores?

Good paper.

What do you look for in the stationery you usually buy?

Good typography, quality of material, innovation, different graphics.

Is attaining stamps an inconvenience?

Yes. It is inconvenient once since I have to go all the way there, but when I go I buy pack of stamps so that they last me and I don't have to keep coming back,

Have you ever buy stamps online?

No.

What do you use these paper goods for? Mailing letters?

Cards for friends.

How do you deliver these stationary / cards? Do you hand them in or mail them?

Mail and hand them. Both.

Why do you write letters? (Do you send letters in special occasions or regularly)

Letters are nice to give and receive.

Is customization in your stationery / cards valuable to you?

I use most of the times basic paper goods and blank cards and envelopes. Not so much customized ones.

**Would you consider yourself an arts and crafts lover? Do you like typography?
Do you like graphic illustrations? Eco-friendly aesthetics?**

Yes, I am a design student.

Do you ever order stationery online? Where?

No.

Have you ever thought about buying postage online?

No.

If so, where?

Do you value personalized stationery or basic paper? (Aesthetics / function)

I like it sometimes.

We have this product, a letter mailing kit with stamps that can be order online and deliver to you home.

It's a great idea.

Name: Stephany

Email Address: Didn't want to provide it.

Profession: Art and Design student.

Age: 22

Gender: Female.

***Note:**

His/hers problem: Looking for papers for art projet.

Ashley and Joe Interviews at Post Office//

the Post-Office (Harlem) 1:

What do you use the post-office for?

Everything, buy stamp books, packages

How often do you come here to do this?

Once every 6 months

Do you mail letters? (if answer is never)

No

Why do you never mail letters?

Either email or call

Do you like coming to the post-office?

No not at all

What problems do you face here?

At the Harlem Post Office there are no machines so I have to wait in-line for everything. Very annoying as before I worked on Wall Street and did my mailing there. Never had to come here until I retired and I find it very inconvenient that there are no machines.

Do you buy stamps?

Yes at the deli or here

Where do you buy stamps?

How often do you buy stamps?

Who are the people who you generally mail letters to?

Why do you mail letters instead of sending emails?

Have you ever thought about buying postage online?

If so, where?

Do you value personalized stationary or basic paper? (aesthetics / function)

No I don't send letters or cards really

We have this product, a letter mailing kit with stamps that can be order online and deliver to you home.

Profession: Retired Wall street

Age: 70+

Gender: Male

***Note:**

**Their problem: No machines for his mailing needs
Is our solution a valuable one? No**

the Post-Office (Harlem) 2:

What do you use the post-office for?

Business, when I need to pay bills, money order, and send packages

How often do you come here to do this?

Once a month

Do you mail letters? (if answer is never)

No

Why do you never mail letters?

Do not need to

Do you like coming to the post-office?

No I don't like to either but it is expensive to use the home mailing machines.

What problems do you face here?

Do you buy stamps?

Only when I need to

Where do you buy stamps?

How often do you buy stamps?

Who are the people who you generally mail letters to?

Why do you mail letters instead of sending emails?

Have you ever thought about buying postage online?

If so, where?

Do you value personalized stationary or basic paper? (aesthetics / function)

We have this product, a letter mailing kit with stamps that can be order online and deliver to you home.

Profession: White collar New Yorker

Age: 50+

Gender: Male

the Post-Office (Harlem) 3:

What do you use the post-office for?

Only here to pick up packages when I miss a delivery

How often do you come here to do this?

Seldom

Do you mail letters? (if answer is never)

No

Why do you never mail letters?

Do you like coming to the post-office?

No, thats why I never come here unless there's a delivery I miss.

What problems do you face here?

Do you buy stamps?

Where do you buy stamps?

How often do you buy stamps?

Who are the people who you generally mail letters to?

Why do you mail letters instead of sending emails?

Have you ever thought about buying postage online?

If so, where?

Do you value personalized stationary or basic paper? (aesthetics / function)

We have this product, a letter mailing kit with stamps that can be order online and deliver to you home.

Profession: Businessman

Age: 40+

Gender: Male

the Post-Office (Harlem) 5:

What do you use the post-office for?

To mail college letters

How often do you come here to do this?

Every couple weeks right now

Do you mail letters? (if answer is never)

Yes, college ones, I dont really mail letters to relatives

Why do you never mail letters?

Do you like coming to the post-office?

I don't mind it

What problems do you face here?

Nothing, I drop my letters off in the box. I live close by.

Do you buy stamps?

Yes

Where do you buy stamps?

At the deli next to my house

How often do you buy stamps?

Whenever I mail a college letter

Who are the people who you generally mail letters to?

Why do you mail letters instead of sending emails?

Have you ever thought about buying postage online?

If so, where?

Do you value personalized stationery or basic paper? (aesthetics / function)

We have this product, a letter mailing kit with stamps that can be order online and deliver to you home.

Profession: High School Student

Age: 16

Gender: Female

the Post-Office (Meat-Packing) 6:

What do you use the post-office for?

Sending bills, Money Orders

How often do you come here to do this?

Once in a while

Do you mail letters? (if answer is never)

No

Why do you never mail letters?

Send emails, faster than posting letters

Do you like coming to the post-office?

Its convenient

What problems do you face here?

Do you buy stamps?

No

Where do you buy stamps?

How often do you buy stamps?

Who are the people who you generally mail letters to?

Why do you mail letters instead of sending emails?

Have you ever thought about buying postage online?

If so, where?

Do you value personalized stationary or basic paper? (aesthetics / function)

We have this product, a letter mailing kit with stamps that can be order online and deliver to you home.

Profession: White Collar New Yorker

Age: 40+

Gender: Male

the Post-Office (Meat-Packing) 7:

What do you use the post-office for?

Just to send packages and to buy stamps. I buy a book each time so that I don't have to come often

How often do you come here to do this?

Come as little as possible.

Do you mail letters? (if answer is never)

Yes, but rarely

Why do you never mail letters?

Do you like coming to the post-office?

No, just look at the line and how slow they are, its no wonder that they are going out of business

What problems do you face here?

Do you buy stamps?

Yes

Where do you buy stamps?

Here.

How often do you buy stamps?

Who are the people who you generally mail letters to?

Holiday and thank you cards to family and friends, but I will send emails or cards online

Why do you mail letters instead of sending emails?

Have you ever thought about buying postage online?

If you are talking about buying envelopes that comes with stamps, then no. I make too many mistakes and would have to waste many envelopes.

If so, where?

Do you value personalized stationery or basic paper? (aesthetics / function)

I do appreciate that I get a card every holiday from my friend. I can always count on her card to be in the mail box on holidays and its nice. She still sends me emails too.

We have this product, a letter mailing kit with stamps that can be order online and deliver to you home.

If you are looking for a niche printing market you have to think about what niche does still exist. I used to be in the printing business for years and had worked in the niche markets. People rarely get engraved letter papers anymore and if they have letter papers, they usually print i themselves.

Profession: Former Print Business Woman

Age: 50+

Gender: Female

***Note:**

Their problem: Slow service, long lines, inefficient.

Is our solution a valuable one? No

the Post-Office (Meat-Packing) 8:

What do you use the post-office for?

I send packages at the post-office all the time

How often do you come here to do this?

Do you mail letters? (if answer is never)

Rarely send personal letters

Why do you never mail letters?

I email or call people

Do you like coming to the post-office?

I come a lot so its routine for my business

What problems do you face here?

Do you buy stamps?

Yes

Where do you buy stamps?

Here.

How often do you buy stamps?

Who are the people who you generally mail letters to?

Why do you mail letters instead of sending emails?

Have you ever thought about buying postage online?

No

If so, where?

Do you value personalized stationery or basic paper? (aesthetics / function)

People think that its sweet to send and receive cards because it takes more time, but for me, I don't care if they send just an email or a card.

We have this product, a letter mailing kit with stamps that can be order online and deliver to you home.

Profession: Business Woman

Age: 40+

Gender: Female

the Post-Office (Meat-Packing) 9:

What do you use the post-office for?

Send Packages

How often do you come here to do this?

Every 6 months or so

Do you mail letters? (if answer is never)

Yes some personal and business letters for personal touch

Why do you never mail letters?

Do you like coming to the post-office?

Not very much

What problems do you face here?

Very inconvenient

Do you buy stamps?

Yes

Where do you buy stamps?

Here.

How often do you buy stamps?

Who are the people who you generally mail letters to?

No I only buy cards

Have you ever thought about buying postage online?

No

Do you value personalized stationery or basic paper? (aesthetics / function)

No I don't buy stationery.

Profession: Businessman

Age: 50+

Gender: Male

***Note:**

Their problem: Inconvenient

Is our solution a valuable one? No

the Post-Office (Meat-Packing) 10:

What do you use the post-office for?

Package and stamps for my boss

How often do you come here to do this?

Only when I have to come for work

Do you mail letters? (if answer is never)

No

Why do you never mail letters?

I call and email usually

Do you like coming to the post-office?

No

What problems do you face here?

They are not reliable. They have lost my packages before or have delivered it damaged and there was no liability. I prefer UPS or Fed-Ex as they have customer loyalty. They track and gives you insurance so I send packages with them

Do you buy stamps?

Only when my boss asks me to

Where do you buy stamps?

Here.

How often do you buy stamps?

Who are the people who you generally mail letters to?

No I email or call people

Why do you mail letters instead of sending emails?

Have you ever thought about buying postage online?

If so, where?

Do you value personalized stationery or basic paper? (aesthetics / function)

We have this product, a letter mailing kit with stamps that can be order online and deliver to you home.

I do think that there is a market for your product but not with USPS.

Profession: Young business woman

Age: 20+

Gender: Female

***Note:**

Their problem: No customer loyalty at USPS

Is our solution a valuable one? No

the Post-Office (Meat-Packing) 11:

What do you use the post-office for?

Returning Clothes

How often do you come here to do this?

Whenever I need to

Do you mail letters? (if answer is never)

Yes

Why do you never mail letters?

Do you like coming to the post-office?

Its convenient when necessary

What problems do you face here?

Do you buy stamps?

No, my father gave me a gift package after I graduated from college with a book of 100 stamps. This package came with envelopes and address labels of relatives so I just send cards when I have to. The stamp book is not running out any time soon

Where do you buy stamps?

How often do you buy stamps?

Who are the people who you generally mail letters to?

Family on the address labels

Why do you mail letters instead of sending emails?

Because my father advocates for it

Have you ever thought about buying postage online?

No, have not needed to

If so, where?

Do you value personalized stationery or basic paper? (aesthetics / function)

I think that the point of letters is not the art but the act of writing the letter itself so I like just simple white plain paper and envelope.

We have this product, a letter mailing kit with stamps that can be order online and deliver to you home.

I do think that it was a good gift from my father and it was useful, but I would not have looked for a product like it myself.

Profession: Young business woman

Age: 20+

Gender: Female