

## Questions about users.

In general, here's the kind of information about the users we are looking for:

- **Goals and motivation:** why they use OnSite
- **Mental models:** how they understand the way the online quotes are generated, what factors affect the price and what factors don't affect the price and how they affect the price
- **Domain knowledge:** how familiar they are with the technology in general, the materials, finish options, etc.
- **Frequency:** how often they use OnSite
- **Duration:** how long they interact with OnSite each time they use it
- **Quantity of data objects:** how much data the user manipulates when performing a task (i.e. how many parts per quote request/order)
- **Independence:** if they have a difficulty, do they rely on self or ask others for help, or both
- **Attitude toward tasks and product:** do users like using OnSite?

I think you can make a great start by answering the questions below. Please give as many answers to each question as you can based on the entire user population as a whole. For example, if the question asks "how often do users request quotes?" and there are some users who do so often and some that don't, answer "often; seldom" or better yet, provide a more concrete answer like "every day; three times a month."

- What are these people's domain knowledge? That is, are they familiar with the different materials and technologies, and their appropriate uses? Are there gaps in knowledge exhibited by some users and not others?
- What are these people's RP practices and needs:
  - o What kind of company do they work for? In what industry?
  - o What kinds of parts do they order?
  - o How often do they request quotes? How often do they order?
  - o What kind of information do they require to (a) request a quote and (b) place their order with confidence?
  - o Do they require instant quotes or can they wait for a quote? How long can they wait?
  - o What is the min/max/average order size?
  - o What kind of quote is most useful to them? I.e. quote for just the parts in the quantities and materials they've specified, or parts in multiple quantities/materials/both? Something else? Maybe price vs. production time? Maybe lead time depending on material/quantity/other factors like surface finish?
  - o Do they have specific needs like preserving the orientation of the part as they have it in the STL file?
  - o How often do they need to update a part (and re-upload an updated version of the STL file for it) after placing an order? How many times has this happened and what was the result?
  - o Do they need to track the production status of their part between when the order is placed and the point at which the part is shipped? If so, how much delay in the status update is acceptable: seconds, minutes, hours, days, as soon as possible?
  - o What is their preferred payment method/scheme?
- Have these people used OnSite? How do they rate their experience (1-5)?
- Have these people ordered through OnSite successfully?
  - o If not, what was the problem?
  - o If yes, what did they like about the experience? What could be improved?
- Have they used other similar sites/services? How does OnSite compare to those?
- In particular, it would be nice to know how they feel about having to create an account in order to get a quote. Asking the customer for personal information before revealing the price of something is considered a hostile practice online.
- It would also be nice to ask them to describe their ideal ordering scenario. That is, how they see the ideal process of ordering online, step by step.