

Bespoke jewelry designers/ builders (haute-couture designers)

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Interviewer: “So with your permission I’d like to start this interview”.

Interviewer: “Thanks”.

Interviewer: “OK. So in the first part of the interview, I’d really like to get to know a little more about you. Listening and understanding who we are designing for is critical to us and so making a profile of yourself will aid in that”. “Of course, the data will be completely anonymous and kept private for internal use only:

Interviewer: “OK so John Doe, just some generic questions, I wanted to know your

1. ethnicity to begin with
2. Your age, and
3. Are you single
4. Live with your family?
5. Your hobbies
6. Your history with jewelry design
7. What do you like about jewelry design the most
8. Why did you decide to get into jewelry design

Interviewer: “OK great, let’s move onto more in depth questions. Are you ready to go?”

Questions at this stage:

1. How long have you been designing jewelry?
2. Are you happy with the sales of your designs? Why/ Why not?
3. What is your most important goal while designing jewelry?
4. What is your second most important goal, and your third?
5. What kind of things do you need to know while designing your jewelry?
6. Where do you source this knowledge from?
7. How do you currently sell your designs?
8. So could you take me through the process of selling your designs? -Extract pain points
9. What do you wish could be better about the experience in this journey of yours at “x” pain point?
10. What other ways do you wish you could sell your designs?
11. What is important for you to know about the sales of your designs for e.g. customer reviews or how many pieces have been made based on your design or your brand impact or what else?

12. What do you think are the biggest problems designers face in the world of jewelry design?
13. When do these problems occur? Where do they occur? Why do you think they occur? How do they make you feel as a designer when they occur?
14. Imagine a perfect world of jewelry design, let's just say it exists! Could you take a few minutes to think about it and describe to me your perfect world of jewelry design?
15. What kind of things would you desire for in such a perfect world?
16. Any other things you need or want or you think is a big headache for a designer, I'd love to hear about.

Interviewer: "OK fantastic, thank you so much for your time and taking me through all that, this stuff is really like gold to us, trust me!" "So that's the end of this interview". "Is there anything else that you would like to mention"?

Interviewer: "Thanks again! You have a great day now!", "Bye"

Middlemen (want to sell more diamonds, wholesale)

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10. Your age, and
11. Are you single
12. Live with your family?
13. Your hobbies
14. Your history of how you got into the diamond trade
15. What do you like about this trade the most

16. Why did you decide to get into the CVD (?) part of the diamond trade

Interviewer: "OK great, let's move onto more in depth questions. Are you ready to go?"

Questions at this stage:

1. What would you say is your most important goal while dealing with suppliers?
2. What would you say is your second most important goal while dealing with suppliers?
3. And your third?
4. What would you say is your most important goal while dealing with retailers?
5. What would you say is your second most important goal while dealing with retailers?
6. And your third?
7. How do you get designers to agree to purchase your diamonds over others?
8. As a middleman (*how/ what do I call these people professionally*) what are the most important things you need to know from suppliers and manufacturers of man-made diamonds?
9. And how do you usually go about uncovering this information?
10. As a middleman (*how/ what do I call these people professionally*) what are the most important things you need to know from retailers and manufacturers of man-made diamonds?
11. And how do you usually go about uncovering this information?
12. I wanted to plot your diamond trading process onto a map. Could you take me through the process and how you feel at each stage of the process?
13. Why would you say these are pain points in the process?
14. When do they occur exactly, why do they occur, where do they occur?
15. Imagine a perfect world of diamond trading between diamond suppliers and retailers. Could you take a minute to think about this world and describe it to me?
16. What kind of things do you desire, and wish for in this kind of a perfect world?

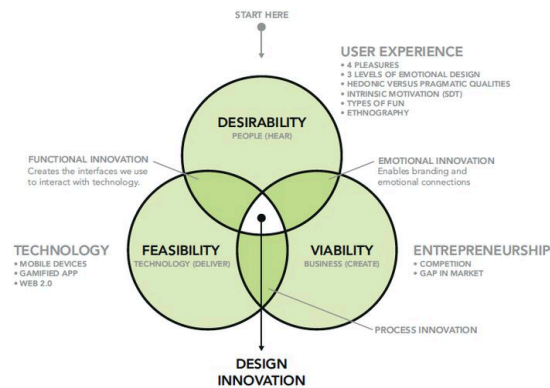
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Questions for gaurav at this stage:



This is the rip the brief apart stage (sry I have to do this to figure out how the whole idea is viable). You said we were doing the feasibility of it. I think one of our future calls can be about what will be the UX strategy for it (desirability).



1. Why do you think jewelry designers are in need of a marketplace to showcase their design?
2. What do you think is lacking with their current retailing practices?
3. If we are the only supplier to these designers, what if the number of designers explodes and we don't have the capacity or capability to supply designers?
4. What if the opposite happens? We have already existing agreements with suppliers and minimum order quantities (MOQ) and we can't find any designers willing to get on the platform?
5. What is our strategy for finding designers willing to onboard our platform? Behance does it through Adobe software, Dribbble through a dribbble post of design you can go check, pinterest through any image floating around on the web, what is ours?
6. What is the technical feasibility of the designer side of the platform interface "to the highest quality level" not by any random developer.
7. What is the financial viability of this project (or do I not have to worry about it)
8. What do we have so far to raise Series A?
9. A design/ figma prototype is one thing but what would the timeline be to get to a coded prototype?
10. After understanding people's goals we need to use the "[jobs to be done](#)" framework to refine the features and functionality of the product.

Customers- has to be more about their discovery/ search process/

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5. Your hobbies
6. Your history with buying diamond wedding jewelry
7. What do you like about diamond wedding jewelry the most
8. Why did you decide to buy diamonds for your wedding?

Interviewer: “OK great, let's move onto more in depth questions. Are you ready to go?”

Questions at this stage:

1. How do you figure out what you need when buying a diamond?
2. What are the top 3 places of information you look at when searching for diamonds?
3. What are the top 3 brands online or offline that come to your mind when looking for diamonds?
4. Do you ever get confused in this process? Why and how did you get confused? What happened?
5. I wanted to go on a quick journey of your buying process, could you take me through it? It would be incredibly helpful.
6. *If yet to purchase a diamond-*, how do you think you will go about searching for the perfect diamond?
7. Why did you feel frustrated at these points in your journey? I’m sorry you had to deal with these pain points.
8. Where did these occur, when did they occur? Why did they occur, Who were the people involved? (*Exploring the problem space*)
9. If I was to ask simply, what do you want, both literally and emotionally, out of a diamond purchase? Could you describe it for me?
10. When looking for a diamond, what is your most important goal?
11. What would you say is your second most important, and your third?
12. Imaging a perfect world of diamond wedding jewelry where everything is hunky dory and the process of buying a diamond is transparent, easy and simple. Could you think about it for a minute or two?
13. Now, could you describe this world to me?
14. What would you desire this imaginary world to have?

15. What do you want this world to have to make your life easier?

16. OK I'm going to throw a few words at you. Please don't feel like you are speaking with a therapist! Ready? OK. Here they are:

- a. Variety of diamond jewellery
- b. Provides hope
- c. Self-actualization
- d. Motivation
- e. Reduces anxiety
- f. Rewards me
- g. Nostalgia
- h. Wellness
- i. Therapeutic value
- j. Fun/ Entertainment
- k. Provides access

(What word comes to mind for each)

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