

## **Appendix A:**

### **Interview Transcript: (Not included in word count)**

After introductory conversation...

Question 1: How does your business, reselling shoes, function?

Answer 1: So my main business is to buy shoes for retail that usually go up in value so like sometimes I keep and hold on to them and then sometimes I sell them like directly, depending on how long it takes to ship to me.

Question 2: And how often do you do this?

Answer 2: I'd say whenever there's like a new shoe coming out I try to get them like using a bot, obviously using a bot makes it easier so like I use that but it's not 100% success rate but I try to use it for most of [shoe] drops so at least two or three times a month.

Question 3: And how does it work? How do you communicate with the buyers that want to buy from you?

Answer 3: Ok, so I basically post on a few different places like Facebook marketplace and then I advertise on YouTube I ask people if they want to buy shoes which usually doesn't work but yeah so Facebook marketing marketplace is the most successful for me and like sneaker market groups that are like people are definitely going to buy sneakers so I posted on sneaker market groups basically.

Question 4: What kind of information do you think you work with? I assume that you work with our financial fingers but what are your current information in your daily or business techniques?

Answer 4: Well ok, so thing is it's difficult to determine what you will like how much a shoe will go up in value because like before release it's all speculation. Sometimes before release some people get it [beforehand] because of connections. Sometimes they're like \$200 or \$300 before release but afterwards they become \$900-\$1000. But then there are shoes that before are like \$1500 but after release they become \$500-\$600 so really it's all speculation and different shoes have different sizes that are more profitable, so that is another aspect of speculation.

Question 5: So did you feel like there's a pattern or like a track record of something that is bound to happen in the shoe market?

Answer 5: Well for the most part it's random but then they're hyped shoes like collaborations with Travis Scott or Virgil Abloh. But it is still unpredictable because like now Yeezy's are unpredictable because they still have hype but are overproduced. It's mostly random for most of them.

Question 6: Do you think keeping track of different aspects of the issue might help in predicting its future worth or is it completely speculation?

Answer 6: A software would definitely help in predicting which shoe would mostly go for what price.

Question 7: What are the most difficult aspects of your business transactions?

Answer 7: The most difficult aspect would most probably be speculating which shoe would be the most profitable. The hardest part if it is determining which shoe would profit, which style would profit, and which specific size would profit.

Question 8: What type of data do you work with, is it mostly numbers or words, what type of data appears most frequently in your day-to-day dealings?

Answer 8: They're more number based. Because it all depends on the shoe, price and the sizes, but sometimes there are specific words that are used, for example "Jordan" or "Yeezy".

Question 9: Are there anything that you use currently to keep track of your transactions?

Answer 9: All transactions are mainly kept on a phone that is easily accessible, but it is difficult to come up with a conclusion or prediction based on the record kept in a phone.

Question 10: If hypothetically there were a database that kept track of all your transactions, what would you expect as an outcome of that database?

Answer 10: The biggest expectation would be to be able to produce a judgment on which shoe and shoe size (of different shoes and the same shoe) are the most profitable.

Question 11: How do you feel a database might benefit you?

Answer 11: It would help in compiling the data or trying to find a visual pattern within the data would be beneficial. This would further help in making educated predictions or possible estimations of which shoe would be most profitable in future releases. So if a database could tell

me which shoe or shoe size is most profitable specifically targeting that should attain a greater profit. An option to keep an inventory would also be beneficial due to the fact that sometimes shoes are kept for a longer time in order to wait for the value to increase.

## Appendix B:

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## **Appendix C:**

### **On-Going Questions for Client:**

**(Not included in word count)**

Question 1: Do you feel like you need some security factor?

Answer 1: Some type of security or some feature that excludes the transactions from public access would really be appreciated.

Question 2: Regarding the visual representation, is there anything specific you would like?

Answer 2: Not necessarily, just something that'd make the estimated guess of shoes the most easily identifiable.

Question 3: What are some other things that you feel are able to identify the success of a shoe?

Answer 3: I do feel like the things that I talked about do encapsulate the main aspects, but then I feel something else I would like to emphasize are the importance of collaborations in the shoes. Basically, if the shoes are associated with popular artists, like I mentioned with Travis Scott and Virgil Abloh. These collaborations often can be the make or break of these shoes at times.

## **Appendix D:**

**(Not included in word count)**

### **Post Design Interview Summary**

After the interview, it was evident that most of the suggestions were centralized around bettering the search abilities and visual appeal of the database. The new suggestions included adding a new feature that used the brand in the inventory and profit/loss list so that it would help in suggesting better decisions for speculation. Adding a date bought feature would further help with the searchability so it would be beneficial to add that component. Putting in a visual component that illustrates the results of the profit/loss check, and searchability would benefit the user in the speculation as discussed in the interview. Other than the additional features to be added, most of the other corrections were focused on the language and formatting of the language in the application.

### **Post Design Interview Transcript:**

**Question 1:** I believe that the most ideal way for us to conduct this interview is to go through each page one-by-one, and you can tell me what you may feel like correcting or like. Would that be fine with you?

**Answer 1:** Yes surely. Ok so for the first page I really liked the simplicity and easy to follow design. To my understanding this would mean I could just click it and go, and if that's the case then it's perfect for me. The few corrections I would like is centered around the language. Like I would prefer if I could have just the word "Welcome!" and not really "Welcome Back!". Also, I was wondering if the last label could just say something like "Transaction History".

**Question 2:** Alright, I'll work towards those. And for the Buying Page?

**Answer 2:** I feel there should be another option where I am able to add the brand and collaboration of the shoe. Because as I mentioned, the branding and collaborations are the biggest selling point of the shoes, and they are what mainly help my speculation right now. So if I had a way to keep track of that then that would be much better. If the sizes are US then they are perfect, otherwise that was my question. Other than that I believe this page is pretty solid.

**Question 3:** Further on, moving to the selling page, anything specific here that you would like to alter?

**Answer 3:** I guess over here it would be the same probably, adding specifics like the brand or collaboration for the shoe that I sell would be beneficial for me to know, and see how much of a profit it generates. Another thing, over here if it is possible, I would like to have the date that I bought the shoe to know how much time it took me to find a buyer, and whether or not that time was worth my profit or loss.

**Question 4:** Now on the Inventory page, is there something specific you want here?

**Answer 4:** Yes, I would really love to add the specifics of the shoe here, just to know precisely what shoe I have bought, so beyond these stats, I would also like for the table to include the brand, collaboration, and the date that I bought the shoe. Also, I would love it even more if you could make a feature that would let me search for a shoe incase I was in a hurry and just wanted to look up a shoe.

**Question 5:** As we carry on, for the Sales history page, is there anything particular you would want to change here? Because this is the main essence of this project for you I believe.

**Answer 5:** Yes, that is very true. I think for here its the same thing to just essentially add the other aspects of information for the shoe, and I guess make it visually appealing to an extent.

## Appendix E:

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