

Wood Fountain Pens Empathy Research Findings from Interviews

Participant #1

Female | 25 years old | Europe | Owner of 1 fountain pen | Has had her fountain pen 3 - 4 years

- Likes how her fountain pen feels in her hands - prefers the weight of it and how it feels heavier and more substantial
- Feels as though writing with a fountain pen feels more special, and makes her stop, take care, and pay attention to whatever she's writing
- One time her fountain pen leaked in her bag and it was a mess - felt as though it was less reliable after that happened - doesn't take her fountain pen out with her anymore
- Usually doesn't buy pens for herself for personal use - she gets them for free from where she works, including her fountain pen. Part of her job includes buying pens & pencils for her office.
- With the site she orders pens from - she likes using that site because they have so much information & descriptors about the pens themselves on the product page, including information about weight & thickness, which is important. The same site also allows people to search and filter for pens with lots of different filters.
- Likes ordering pens online because it is quick, easy, and convenient
- Finds shopping in-person at local stores can sometimes be tiring
- Loves to draw in adult coloring books as a hobby - uses gel pens and markers to color. She once wanted to buy a gold pen for her coloring book but had a lot of trouble finding one at the stores she lived nearby. She went to multiple stores before she found what she needed.
- Likes to try pens out before buying if possible
- Cheap, inexpensive pens are best
- Pens that look interesting, cool, or beautiful are also preferable - once bought a pen at a gift shop simply because it looked nice
- Likes Paper Mate & BIC pens for work & for personal use

Participant #2

Male | 32 years old | Charleston, SC (USA) | Has around 15 - 20 pens | Has used fountain pens for 5 yrs.

- His favorite fountain pen is a Pilot Falcon, because of the way it writes - "it feels like a dream to write with" - the ink comes out smoothly and there is a bit of a "springy" feel as the nib flexes a bit when writing.
- Likes fountain pens because they're easy to write with, and feel a lot different than regular pens. They glide across the paper and are fun to use.
- Sees fountain pens as a means of self-expression since he can't get tattoos or do anything crazy with his hair due to the nature of his job (working at a bank). Feels like fountain pens offer a degree of individuality - you can choose the visual aspects of the pen and customize the writing experience to create something that is personal
- Uses his fountain pens at work, for journaling, and for letters and notes to people
- Since there are no local stores or places that sell fountain pens or specialize in fountain pens nearby, he does all of his shopping online (though he has visited other stores that sell fountain pens while on vacation and visiting family)
- Uses mainly Jet Pens and Goulette Pens when shopping online, has also used ebay and amazon as well
- Uses YouTube videos to learn about fountain pens & look up tutorials and reviews. Sometimes wants to look up info about cleaning pens, or disassembling pens
- Feels like one drawback to online shopping is that he can't try out the pens before buying or see them in person first
- One great thing about online shopping is getting pens in the mail. A lot of the time retailers will include little extras with each purchase, like stickers, ink samples, candy, or handwritten notes (sometimes personalized, sometimes more generic).
- Really enjoys finding great deals and paying less for pens than retail price. Once was able to find a really nice pen at 50% off!
- When shopping online, knowing that there will be support from retailer if things don't work or if something happens is reassuring, since fountain pens can sometimes be pricey
- Likes gold nibs - they look amazing and feel better than writing with other types of nibs