

Wood Fountain Pens Research Debrief

Participant Criteria

Pen Enthusiasts, Pen Collectors, People that have fountain pens, People who write with fountain pens daily, People who are interested in fountain pens and might like to own one someday, people who are interested in similar hobbies (like stationery, writing, calligraphy)

Interview Demographics

- 2 Participants, 1 Male, 1 Female, age range 25 - 32

Research Methods

- 30 minute interview calls via Zoom - 2 people interviewed
- A [survey](#) created with Typeform posted to a fountain pen forum - 65 participants

Motivations: Why People Use Fountain Pens

- Pursuing a hobby / specific interest in pens and writing
- Finding a form of self-expression / artistic expression
- Using a tool that is easier to write with / isn't painful like regular pens are if used for long periods of time / writing sessions
- They last longer and are better (in more than one way) compared to other types of pens
- Helps improve handwriting
- Owning an item with a connection to the past feels special, unique, and memorable
- Because it's fun

User Goals when Shopping Online

- Find specific information about pen specs easily (weight, nib type options, color, class, brand, filling mechanism, etc.)
- Be able to search & filter through pens based on features
- Finding a pen they will be happy with & enjoy using
- Search for pens within their budget / price range
- Find deals, sales, and discounted pens at a bargain price
- Search for the best quality for the lowest price among sellers
- Find user reviews and others' experiences with products they're interested in order to review and compare certain products
- Finding reputable sites and sources that are trustworthy with good reputations, so they know they won't get scammed or ripped off
- Finding a site with reasonable shipping fees (some sites charge a lot for shipping)
- Finding a retailer they can trust and count on to set things right if things go wrong with an order

Frustrations & Pain Points

- You usually can't try out a pen or see it in-person when purchasing online
- A lot of online ecommerce stores are poorly designed / frustrating to use (ie; poor mobile support and bad photos)
- Bad customer service & a lack of support leaves shoppers feeling unhappy, unvalued, and like they wasted their money. A bad experience will make them likely to not want to use the same site or brand ever again.
- No one website has everything that many fountain pen users want and need - many reported shopping at multiple websites and didn't have just one place they could go
- Overseas Shipping and Return policies, along with customer service for international customers, can be sometimes difficult and frustrating
- Waiting for orders to be fulfilled, shipped and delivered.
- Concerns about personal info and credit card/payment security
- In winter, inks can freeze and break when in transit
- There are customs fees in some countries users might have to pay when buying internationally (specifically in Europe)
- Things might listed as in-stock when purchasing, but are waiting for stock once the order is placed.
- Lack of detailed product photos / size comparisons
- Lack of information about product specifics / details
- Unclear pricing / hidden fees
- Being unable to return products or get refunds if the product is damaged or defective
- Not Knowing how thick a line each nib size will put down, since they haven't used the pen

Things about the Online Shopping Experience that Users Find Delightful

- Online shopping can be easy, quick, and convenient
- If ordering online, a lot of the time retailers will include little extras with each purchase, like stickers, ink samples, candy, or custom handwritten notes (sometimes personalized, sometimes more generic).
- There is a much bigger selection online, users are usually able to find whatever they are looking for a lot more easily than they would in-store or if limited to local shops
- Online shopping can be easy and leisurely, and users don't have to worry about a salesperson hovering over them, watching them, or pressuring them into a purchase

Favorite Pens

Brand and Model of Pen



Number of People Who Said Each Pen Was Their Favorite

Most Popular Brands

