

TABLE OF CONTENTS

INTERVIEW PLANNING	2
Interview Goal	2
Methods of Interviewing	2
Field Guide (template of questions)	2
Discovery	2
Behavior	2
Past & Present Use	3
Task Questions	3
Closing	3
JESSIE'S INTERVIEWS	4
Interview #1: DAWN-I-NATOR	4
Interview Summary	4
Behavior	6
Past & Present Use	8
Task Questions	8
Closing	8
Interview #2: AL-I-GATOR	9
Interview Summary	9
Discovery	9
Behavior	11
Past & Present Use	13
Task Questions	13
Closing	14
Interview #3: JEN-I-FURR	14
Interview Summary	14
Discovery	15
Behavior	16
Past & Present Use	17
Task Questions	18
Closing	18

INTERVIEW PLANNING

Interview Goal

What makes an online shopping experience great? How might we make it even better?

Methods of Interviewing

We're using semi-structured, semi-planned interviews with the style being one-on-one vs. a focus group. We will use our social circles to find three people who currently shop online and would be willing to share their stories with us.

Field Guide *(template of questions)*

Discovery

1. Tell us about yourself and your background.
 - a.
2. When you think of shopping online, what general ideas come to mind?
 - a.
3. What products do you only buy online?
 - a.
4. Is there anything you intentionally choose not to buy online?
 - a.
5. How often do you use online shopping?
 - a.
6. Describe a memorable positive experience. What about your experience made it memorable?
 - a.
7. Describe a memorable negative experience.

Behavior

1. If you had a problem with your online shopping experience, how would you handle the problem? Technical or otherwise.
2. Does having good customer service matter to you when shopping online?
3. Describe a time when you've added an item(s) to a cart but never completed the purchase.

- a. What prompted you to return and make the purchase?
4. What method of payment do you prefer when making online purchases?
5. Has the accessibility of your preferred method of payment changed your buying habits?
6. Have you ever had a credit card number stolen when making an online purchase?
7. What are some examples of signs that tell you a website is safe to purchase?
8. Describe how you would go about purchasing a gift via online shopping for someone.
9. Does the cost of shipping and handling influence your buying habits?
10. How do you feel about “recommended for you” products? Describe a time when you’ve interacted with these types of advertisements.

Past & Present Use

1. How do you feel about the number of options when shopping online?
2. What makes a confident purchase?
3. Have you ever tried to return an item, and if so, what was that experience like?

Task Questions

11. Describe from start to finish your day-to-day online shopping experience.
(Interviewer notes: mobile, web browser, specific URL entry)

Closing

12. What could be done to make online shopping a better experience?
13. What online shopping experience do you recommend to others?
14. Is there anything I haven’t asked you that you want to share?

JESSIE'S INTERVIEWS

Interview #1: DAWN-I-NATOR

Interview Summary

This is who I would consider a **power-shopper** of online shopping! She's a researcher and a deal seeker from where she shops to what credit card she uses. She's looking for the best price, greatest quality, and reasonable shipping handling with every purchase. She's brand loyal and seeks value affinity. She's also looking for a fast, omni-channel experience from start to finish, including the ability to chat with customer service if she has a question or if she needs to make a return. This is someone who knows what good looks like and may not be motivated to buy unless the experience meets the minimum needed to be competitive in the e-commerce industry.

Discovery

1. Tell us about yourself and your background.
 - a. Name: Dawn
 - b. Age: 50 - 60
 - c. Very savvy with technology
 - d. Shopping is a primarily home responsibility for the family.

2. When you think of shopping online, what general ideas come to mind?
 - a. End-to-end purchase online without routing to a human to close my sale.
 - b. Ideally would want a chat feature, and does not want to call for help.
 - c. Typically shopping at night when customer care is not open.
 - d. 5 - 8 sec response time within the chat is expected.
 - e. I need the ability to get more information about the product or service details.
 - f. They should recommend other products that work well with other items I'm looking at purchasing.
 - g. I like to save items to my cart so that I'm able to come back to those same items at a later time.
 - h. I like to read reviews and recommendations and have the ability to see other people like me have bought the item.

3. What products do you only buy online?
 - a. I have Brand loyalty and value affinity.
 - b. Buying only online doesn't necessarily align with those things to only purchase online.

- c. Closest thing that comes to mind would be over the counter medication i.e. advil, etc. I'm able to price comparison with beneshop.com.
 - d. I only use online banking, which may be another example.
4. Is there anything you intentionally choose not to buy online?
 - a. I can't even say I don't purchase big things online, because I've purchased a couch, RV, etc. online.
 - b. Maybe a new brand or a new model of a vehicle may be something I'd need to purchase in-person. I'd want to feel the interior and look at it in person before I made the purchase. But if it's the same brand and/or model, I'm ok with purchasing online even with bigger ticket items.
 - c. If you repeat the brand and model, then online is ok.
5. How often do you use online shopping?
 - a. Daily.
6. Describe a memorable positive experience. What about your experience made it memorable?
 - a. Amazon.
 - b. Bought a personalized item which was a frame for a new mother.
 - c. Why it made it memorable ...
 - i. Reviews of other people were high.
 - ii. Able to customize the item (picture frames for baby) right within the portal with the baby's measurements, etc.
 - iii. I picked the specific frame due to the price.
 - iv. Even though the vendor screwed up the names, the entire process of reporting the error was completely online.
 - v. Amazon assistant helped walk through what was wrong with the item. I took a picture, uploaded the picture, and within a few days all new frames were sent without question.
7. Describe a memorable negative experience.
 - a. We were purchasing an item from a specialized vendor that was custom to our needs. It was a bike rack and it also carried kaykays. We were given instructions to collect specific measurements, take pictures of the vehicle, and uploaded all the information into the portal.
 - b. We had more than 10 calls within 2 weeks with this vendor before we got the product!

- c. Errors at the purchase with the measurements, then shipping issues, and then we needed to buy additional pieces for the first item we purchased to work correctly.
- d. The item was delivered and weighed 200 lbs and my husband could not lift the box on his own. Thankfully, the FedEx guy was able to lend a hand and lifted the box into the garage.

Behavior

1. If you had a problem with your online shopping experience, how would you handle the problem? Technical or otherwise.
 - a. If the page takes longer than 5 seconds, I hesitate to move forward. I might go to a different site to determine if it's an internet issue or an issue with the website. If the problem persists, I wouldn't proceed knowing the site has issues.
 - b. I prefer to stay in the channel that I'm in – so I'd want to chat to communicate, no email because it's too small of an item to warrant an email, and I don't want to pick-up the phone because I'm doing purchases after hours.
 - c. It's very frustrating when you're trying to make a purchase in the evening and the only option is to call customer care from 8 - 4 p.m. That's just not possible with a busy schedule.
2. Does having good customer service matter to you when shopping online?
 - a. Yes, it does.
 - b. Manifested multiple ways – chat functionality, phone number, recommendations by other users.
 - c. Embedded help features within the website are expected.
3. Describe a time when you've added an item(s) to a cart but never completed the purchase.
 - a. What prompted you to return and make the purchase?
 - I do a lot of online research before making a purchase so I'll often visit multiple sites to compare items so I'll put the item in the cart and refer back to it to check pricing, quality and delivery time.
 - I've learned recently to check-out their return policy.
4. What method of payment do you prefer when making online purchases?
 - a. Credit card, typically credit card that gives the best points.
 - b. Discover has a specific timeframe of the year that gives better deals.

- c. American Express, flier points.
 - d. Phone stores the card and auto fills the credit card that I wish to use.
 - e. Does not allow most sites to save credit card information.
5. Has the accessibility of your preferred method of payment changed your buying habits?
- a. Not asked. Answered above.
6. Have you ever had a credit card number stolen when making an online purchase?
- a. Yes.
 - b. It was at a website that I do not regularly use.
 - c. Credit card company let me know before I knew the number had been stolen. They canceled the card right away and shipped out a new one. They also shared that I would not be responsible for the charges.
7. What are some examples of signs that tell you a website is safe to purchase?
- a. HTTPS
 - b. Lock icon
8. Describe how you would go about purchasing a gift via online shopping for someone.
- a. Not asked. Answered above.
9. Does the cost of shipping and handling influence your buying habits?
- a. Yes.
 - b. It can be pretty costly.
 - c. Amazon is attractive with the free shipping.
 - d. But it doesn't always sway my decision.
10. How do you feel about "recommended for you" products? Describe a time when you've interacted with these types of advertisements.
- a. I'll see these on Facebook.
 - b. The image presented to me makes a big difference.
 - c. Multiple star ratings with a review also draw my eye because I read the reviews.
 - d. I'll also follow things that my friends will 'like' on Facebook to check out if it's something I might be interested in buying.

Past & Present Use

1. How do you feel about the number of options when shopping online?
 - a. Like having options.
 - b. I'm a researcher to get the best deal.
 - c. I often compare prices.
 - d. And I like the discounts (Kohls) provides with purchasing online vs. in the store.

2. What makes a confident purchase?
 - a. When there's a lock icon.
 - b. When others have bought from them.
 - c. Don't ask me to input more than the typical information such as name, address, credit card, expiration date and CVS number.

3. Have you ever tried to return an item, and if so, what was that experience like?
 - a. Bike battery bought from Amazon
 - b. We found out it's the wrong battery.
 - c. We even went back to the item's listing on Amazon and it said nothing about not returning the item.
 - d. We're still uncertain why we can't return the item. Maybe because it's a battery/hazardous material?

Task Questions

1. Describe from start to finish your day-to-day online shopping experience.
(Interviewer notes: mobile, web browser, specific URL entry)
 - a. 90% of the time I'm using my mobile device or iPad
 - b. I even will take down tasks via the audio feature.
 - c. I have a variety of starting places – Amazon, Home Depot, Menards all through the downloaded app on device.
 - d. I'll use Google.com or Duck-Duck-Go because it doesn't track data without permission.

Closing

1. What could be done to make online shopping a better experience?
 - a. Purchase through Facebook – so pushing the experience to me vs. me going directly to the website to purchase an item.
 - b. Shopping experience is brought to me in the sites I'm already using i.e. Facebook.
 - c. The shopping approach that is trying to be accomplished in Web 3.

- d. Ability to have better tracking and communications; some sites do a good job about communication, but not all are consistent.
 - e. Combining packages if multiple items are purchased. Only Amazon does that now but I'd like to see other vendors doing that as well vs. getting separate packages.
 - f. Also, searching for items by a picture vs. hunting and pecking to find what it is I'm looking for by searching the pictures myself.
2. What online shopping experience do you recommend to others?
 - a. Beneshop!
 - b. My husband's company website.
 - c. Amazon.com
 - d. Costco.com
 3. Is there anything I haven't asked you that you want to share?
 - a. Online shopping – make it simple, don't make me think, and if I want more detail let me click to view more detail.
 - b. I would like to see the reviews from other purchasers.

Interview #2: AL-I-GATOR

Interview Summary

This is a person who likes to save time and is consciously aware of those targeted ads that are making her impulse shop. With having a family and two small children, diapers and groceries are driving their weekly online shopping habits. When it's not those things, Amazon will be her first stop when researching a product because of free shipping and their return policies, but if the item is important enough, a trip to the store might be necessary. The Amazon Try Before You Buy has opened up a new convenience for her and her family and enables the ability to free up cash instead of purchasing all three options. A trending feature she wishes to see other retailers offering to assist their consumers and give the same conveniences of being in the store to try on different styles and sizes.

Discovery

Tell us about yourself and your background.

- a. Name: Alie
- b. 30 - 35 years old
- c. Family of 4 with two small kids.
- d. Average user of technology
- e. Frequent shopper online, online shopping a few times a week

- f. Mostly for grocery shopping and clothes shopping
- g. They own a house.
- h. Work full time, remote
- i. Have a cat and order supplies from Chewy.com

When you think of shopping online, what general ideas come to mind?

- j. Convenience
- k. I save time by shopping online vs. having to go into the grocery store or Costco for one thing.
- l. When I'm not in the store, I'm not tempted to make other purchases.
- m. However, that's only changed with digital marketing now sucking me into instagram ads for things I don't need.

What products do you only buy online?

- n. Groceries
- o. Pet supplies
- p. Diapers
- q. Clothes for the family, maybe not so much for husband
- r. Vitamins and supplements

Is there anything you intentionally choose not to buy online?

- s. Higher price tag items that we're looking to make an investment into and will last a long time.
- t. For example, a warm child coat is what we were last looking for and we ended up searching online then going to 4 different stores to try on coats to see if it fit and would last for a couple of years.
- u. Things from Home Depot or Menards; Husband uses the apps to determine if the items are available and then will go to the store to pick-up an item.

How often do you use online shopping?

- v. A few times a week.

Describe a memorable positive experience. What about your experience made it memorable?

- w. It's with Amazon
- x. Try before you buy a feature now available.
- y. Getting ready for family pictures and I've been ordering different clothing/color schemes. I was able to get three shirts without having the upfront costs of having to buy three shirts.

- z. The program has free returns and our Piggly Wiggly has a UPS and FedEx drop-off so I can simply drop on my way through town.
- aa. I turn the bag inside out, print the label at home, and make the return. The biggest problem is if I don't have tape to close up the package!

Describe a memorable negative experience.

- bb. When I was selling Zia, one customer never got her package. I had to file a ticket with the postal service and after 8 months of filing the ticket, I'm still receiving updates on not finding the package from USPS. In the meantime, the customer did receive another package from the vendor and the other package is definitely lost.
- cc. If you lost a package, it's a pain to worry how the issue will be handled with the company and/or shipping company and the process you need to go through to resolve the issue.

Behavior

1. If you had a problem with your online shopping experience, how would you handle the problem? Technical or otherwise.
 - a. Depending on the urgency, I might handle the situation differently.
 - b. For example, diapers were out of stock at Costco for Oden's size. I might have to wait and stop looking and come back in a couple weeks to the Costco app. If I were to run out of diapers, I'd just go to the grocery store to make it work until Costco had his size back in stock.
 - c. It's about planning because I know it will take 2 days with ordering in Costco so I've set the expectation that I need a little lead time to get diapers on time.
2. Does having good customer service matter to you when shopping online?
 - a. Only if there's an issue.
 - b. Online customer service is my preference.
 - c. Email is preferred.
 - d. I'm ok with waiting for a response, even if it's 24 hours.
3. Describe a time when you've added an item(s) to a cart but never completed the purchase.
 - a. What prompted you to return and make the purchase?
 - If I'm doing this – I'm asking myself, do I really need this or do I just want this. And I'm leaving in the cart to continue by decision making or waiting to get paid.
 - Boredom will lead me back to the shopping cart.

- Coupon emails will sometimes lead me back. For example, a coupon from Old Navy will come in, I'll go to the app, and then they'll show the items that are still available in my cart. I'll make a decision on those other things I left in my cart before.
4. What method of payment do you prefer when making online purchases?
 - a. Debit or credit card.
 - b. Amazon, Costco, Woodmans all have the card saved which is super convenient.
 - c. If an instagram ad caught me, then I'm not saving my card information on that site.
 5. Has the accessibility of your preferred method of payment changed your buying habits?
 - a. Possibly. If I'm looking for something, I'll try Amazon first because all my information is stored within the app.
 6. Have you ever had a credit card number stolen when making an online purchase?
 - a. No.
 - b. But my husband has once. He knew as soon as he hit the button that something went wrong. He called the card company and canceled the card right away.
 7. What are some examples of signs that tell you a website is safe to purchase?
 - a. Descriptions are written in correct English structure.
 - b. FDIC logo (or something at the bottom that states purchase protection)
 - c. I sometimes look at where the company is located. For example, with Etsy, I prefer to purchase stateside vs. overseas. I feel there is more opportunity for fraud with overseas purchases.
 8. Describe how you would go about purchasing a gift via online shopping for someone.
 - a. It was for a Wedding.
 - b. Purchased an item from their Registry.
 - c. Order the item and it was shipped directly to the bride and groom.
 - d. We didn't have to lug a gift to the wedding with two kids, etc.
 - e. I checked the box for a gift receipt in the event they needed to return it.
 9. Does the cost of shipping and handling influence your buying habits?

- a. Yes.
 - b. Free shipping or if you hit a certain dollar amount to get the free shipping.
 - c. I do consciously think about what I'm ordering and is it worth the item I'm purchasing based on the shipping costs associated.
 - d. For example, we order a big bucket of cat litter from Chewy to get free shipping, but we don't need that much cat litter. Am I further again by paying the shipping costs vs. the \$24 for the large bucket of litter that we don't necessarily need.
10. How do you feel about "recommended for you" products? Describe a time when you've interacted with these types of advertisements.
- a. Incredibly effective on me and I'm very much aware.
 - b. After having my 2nd baby, googling what to do to bounce back into my old body, but now it's 2 years later and still getting pummeled by information about what golden ticket will transform me back into my pre-baby self. It's just not good for mental health to continue seeing those targeted ads.

Past & Present Use

1. How do you feel about the number of options when shopping online?
 - a. I like the number of options and looking for the best value and finding exactly what I'm looking for vs. settling for what might be good in the store.
2. What makes a confident purchase?
 - a. A brand that I know and trust and I've used before e.g. Gap it's going to be a high quality item.
3. Have you ever tried to return an item, and if so, what was that experience like?
 - a. Definitely returned on Amazon.
 - b. Making it simple is a good experience.
 - c. Old Navy online and Old Navy in the store have different return policies, so that's kind of annoying. Can't return online purchases to the store – or maybe that's changed?

Task Questions

1. Describe from start to finish your day-to-day online shopping experience. (Interviewer notes: mobile, web browser, specific URL entry)
 - a. Majority of my shopping is via mobile device.
 - b. Woodman's grocery shopping experience is faster on a desktop but generally will do on the app on my mobile device.

- c. Another example would be with the Costco app. I can look up past orders and purchase diapers again with a few clicks. Diapers qualify for free shipping and will show up the next day. Same thing for formula, until it wasn't available. Same thing with Target app.
- d. I'll typically check out the item on the Amazon app first, then do a search on target's app, get an idea between a couple different stores of where to get the item. If it's important enough and what I'm finding isn't online, I'll shift to instore shopping.

Closing

- 2. What could be done to make online shopping a better experience?
 - a. More of the try before you buy.
 - b. Reassurance that you get a shipping label and free returns if the item doesn't work out.
 - c. FedEx, UPS and USPS could stop at my house all in one day ... can't we collectively coordinate the drop-offs within the neighborhood? It may help with environmental concerns.
- 3. What online shopping experience do you recommend to others?
 - a. Online grocery shopping – save time and temptation. However, you will get an email that something is out of stock that you really need and you're going to the store anyways.
- 4. Is there anything I haven't asked you that you want to share?
 - a. NA.

Interview #3: JEN-I-FURR

Interview Summary

Jennifer is a technology power-user and she's all about convenience. She's motivated and will go above and beyond for brand loyalty or if she wants a specific item, but if she's not loyal to the e-commerce product or vendor, see ya! She wants less options and the information fed to her rather than putting in the effort of putting in her information every single time. But as smart of a user she is, she still falls victim to those direct marketing ads in apps! She also enjoys the idea of shopping at multiple price points in one location i.e. Gap, Old Navy, and Athletica. It's like the Super Target idea where I can pick-up a dress and get a bag of grapes all in the same experience.

Discovery

Tell us about yourself and your background.

- dd. 45 - 50 years old
- ee. Has a family of 6.
- ff. She does not work, but husband works full time, remotely.
- gg. Heavy tech users in the family.

When you think of shopping online, what general ideas come to mind?

- hh. Easy check-out where credit card is not readily available.
- ii. All websites should have apple pay or paypal, etc.
- jj. When you're on a page and you have the Endless Scroll, you click on something, and then click back and it takes you to the top. That is annoying. It should bring you back to the part of the page you were looking at before clicking through. If they bring me to the top of the page after I've scrolled for a while, I'll leave the website frustrated.

What products do you only buy online?

- kk. Clothes, mainly, for kids and myself
- ll. Household things
- mm. Coffee

Is there anything you intentionally choose not to buy online?

- nn. No. And even big ticket items we understand will eventually be an online shopping experience. We're comfortable with that transition.

How often do you use online shopping?

- oo. Daily.

Describe a memorable positive experience. What about your experience made it memorable?

- pp. NA.

Describe a memorable negative experience.

- qq. I was purchasing sweatshirts for a baseball league and they spelled "league" wrong.
- rr. There was no back-end customer service. It was just a website that was collecting money and shipping out products.

- ss. After several emails I finally got a hold of Customer Service. I was emailing a general mailbox so I wasn't sure if my emails were actually being received.
- tt. After they finally got back to me, they asked if I wanted a replacement. By this time, I just wanted my money back.

Behavior

11. If you had a problem with your online shopping experience, how would you handle the problem? Technical or otherwise.
 - a. If it's an item that I'm purchasing intentionally, I'd go as far as refreshing the browser or even restarting my computer.
 - b. If it's something that I'm just browsing and not really intentionally looking for a specific item, I'd leave and would not return.
12. Does having good customer service matter to you when shopping online?
 - a. Yes, but only when there is a problem.
 - b. I want no hassle returns, no questions asked.
13. Describe a time when you've added an item(s) to a cart but never completed the purchase.
 - a. What prompted you to return and make the purchase?
 - 9 out of 10x I receive an email that I left something in my cart.
 - The follow-up is key for my purchase if I've left.
14. What method of payment do you prefer when making online purchases?
 - a. PayPal, because I don't have to get up and get my credit card.
 - b. For example, Landsend, using paypal the return is messy and because of that I may choose a different method of payment when shopping with Landsend.
15. Has the accessibility of your preferred method of payment changed your buying habits?
 - a. Yes, if at the check-out it doesn't autofill with my credit card, then I do change my behavior.
16. Have you ever had a credit card number stolen when making an online purchase?
 - a. Yes. A long time ago but it wasn't a big deal. The bank reissued the card immediately.

17. What are some examples of signs that tell you a website is safe to purchase?
 - a. The browser will have a lock and key.
 - b. Hhttps means it is secure.

18. Describe how you would go about purchasing a gift via online shopping for someone.
 - a. Most times if the person is local, I have the package shipped to me and then I hand deliver the gift to the person.
 - b. If someone is from another state, I'll order and send the gift directly to the individual with a personal message.

19. Does the cost of shipping and handling influence your buying habits?
 - a. More times than not.
 - b. If something is \$10 and it's \$5 to ship I won't buy the item. That just makes sense.

20. How do you feel about "recommended for you" products? Describe a time when you've interacted with these types of advertisements.
 - a. I've fallen for the ads within an experience.
 - b. Although I'm not opposed to the advertisements within the apps I use.
 - c. For example, I saw a weight loss ad with Oprah and I know Oprah is invested in WeightWatchers so I thought it was a legitimate advertisement. You sign-up, get a free product and if you don't like it, no need to continue. Well, in the check-out process, I must have missed the auto-renew option and the following month 3 bottles of product showed up at my door and \$200 was charged to my credit card. It was a total scam because I also saw Jessica Simpson on the very same ad!

Past & Present Use

4. How do you feel about the number of options when shopping online?
 - a. Too many. That's why I love shopping at Aldis.

5. What makes a confident purchase?
 - a. The reviews influence me more than they should – I often look to see if there are 1,000's of people using the product and if so, I'll likely purchase.

6. Have you ever tried to return an item, and if so, what was that experience like?
 - a. I bought Alcohol Markers from Amazon during Christmas and the wrong ones came. I went to do a return but the automatic return wasn't working,

I called their customer service and was told to keep the product and they returned my money. Win. Win.

Task Questions

5. Describe from start to finish your day-to-day online shopping experience.
(Interviewer notes: mobile, web browser, specific URL entry)
 - a. 99% on my mobile
 - b. Adopted to using apps vs. going through the browser e.g. Home Depot, Papa Johns.
 - c. Find it's a better user experience and auto tracks my information.

Closing

6. What could be done to make online shopping a better experience?
 - a. I wish there was a way to keep a list of the things I need to buy that is a cross functional platform.
 - i. Use Alexa to keep lists. Amazon List tries to help me shop but they're biased to Amazon having or not having the product I need.
 - ii. It would be helpful to have a non-bias app accept my list and help me compare prices across vendors and let me know what I need when shopping at that store.
7. What online shopping experience do you recommend to others?
 - a. Huge fan of how Gap is one website and the five different brands and ONE check-out.
8. Is there anything I haven't asked you that you want to share?
 - a. NA.