

Sample Interview

Interview 1:

Part One: Demographics

Gender

Male

Age

30

Occupation

UC Berkeley Graduate Student

Owns a smartphone? If Yes, what OS?

Yes. iOS.

Part Two: Shopping Habits

1. How often do you go to retail stores? Can you tell me about your last couple of in-store shopping experiences?

Including grocery stores, twice a week. Biggest thing that he doesn't like is that he generally has no idea where to find what he's looking for. For stores he frequents, he knows where to go. For many stores that he doesn't visit often, he has no idea where in the store to look. Example, buying a padlock. First store didn't have one. Second store (Walgreens), employee told him where the item was, and it was actually in a different part of the store. Clothing stores once a month.. maybe twice a month.

2. When you go shopping do you tend to go to one particular store, or many stores in the same area?

Generally visit a few stores in an area, but some stores that he favors or frequents more because he knows more about them or they're more tailored to his demographic.

3. Do you prefer to shop at stores or shop on internet? What types of things do you tend to buy online vs. in the store.

Would prefer to shop on the internet for everything but clothes. Some things you need to touch and feel for -- but with free shipping if he can ship things back and forth, he's pretty much done shopping at stores. No reason to waste time in aisles when he can do it on his own time.

at home. Wants to avoid sales people, or the time it takes to shop. Doesn't shop for groceries online, but is interested in doing that -- using something like Amazon prime. Boxed goods could be ordered; soap, etc.

Online vs in store? Online would buy electronics, books, multimedia, and physical odds and ends.

4. How do you decide to buy something online vs in the store?

Default is online, but there are exceptions. clothing needs to be fitted or fit. grocery goods like meat can't be bought online. and there's also conveniences -- i need X now, and there's a store nearby.

5. Do you tend to find yourself doing a lot of research about a product before hand?

TONS of research ahead of time, especially if it's more expensive. Sometimes spends 2-3 hours looking at objects that are even \$15-20.

6. Do you currently use any app to find any good deals?

Nope. There are tons of them, and they tend to be tailored to a particular store. The closest thing is woot, but he couldn't deal with daily emails because the firehose required too much attention.

7. How do you feel about receiving deals on your smartphone when you are close to nearby stores?

Foursquare kind of does this, but he has to actively look for content. generally forgets to do it, and when he does it's often far away and inconsequential (walk one mile for ____). Would be cool if someone was tracking all of his purchases, and offered deal on the fly for particular things. There are probably lots of deals that he's not aware of, but the time required for discovering is too large.

Example: kayak sends WEEKLY email about flights, which is nice because he can receive info about only what he wants. Important that it's infrequent and that he can also control the parameters (only show flights in X range, for Y airport, to Z location at A date).

8. Do you care more about the brand of a product, or the cost of the product? (How does the type of product influence their answer?)

Tough question. Typically interested in the price to value equation. LOVES macbook air, .

typically looking for high-quality things.

Part Three: App Experience

1. How would you organize the information, do you care more about stores/brands, or about the products/deals themselves?

Would never want to have to see the coupons -- would hope to be able to have them automatically redeemed when purchases are made (assumes that payment uses the phone or is tied to a credit card).

Doesn't want to do work. HE'S LAZY. If he's checking in to a place (on fourquare), the app should know that. Will know this info and automatically give discounts.

Interested in products/deals over the stores they're sold.

2. What features would you like to see in the app (ex. saving your credit card for purchases, or subscribe to newsletters for weekly deals)

Seamless integration with purchases. Willing to trade his info for deals.

Would be great if he could ask for a notification about select products (mac chargers less than \$80) -- the kayak search model for everything.

Concept Walkthrough

We would like to show you some early ideas that we came up with. These are not final designs or finished products, but we would like to get your feedback and understand what you think is valuable.

The walkthrough is centered around the follow moments:

- Explore/discover businesses and deals (nearby and categories)
- Navigating between categories (filters and search)
- Business detail page
- Redeeming a deal

Closing

1. What did you like or dislike about the concept?

Should be able to swipe into side menu like you can in the FB app -- not just tap

Nearby view should be centered -- the blue dot is not in the center. Should be able to scroll on the nearby view.

Clothing category -- assume that JCrew you get 50% off all dress shirts. JCrew repeats on the screen -- should not appear twice in the mockup,

Individual business page -- top half looks good. Friends who shop there? Not as important to him -- shopping is not a social experience for him. Interesting/good to know, but not as high of a priority. Bookmarking a store isn't of real interest -- why would he need it? He's probably visiting the same stores in his normal area? Even if he was traveling, why would he want to bookmark it? Never uses bookmarks on yelp -- probably the same for instore. if he knows how to find something, he doesn't need to bookmark it.

- information types: coupons, deals -- what's the difference? (i ask what he thinks it is) -- he suggests it should be one word.

redeeming coupons in store: would totally use. would be better if it was automated (nfc, bluetooth), but the idea of redeeming was appealing. nice because he always has his phone on him -- less work. it's right there.

dislike: it's possible to fatfinger phone number or directions. address should probably have the city listed (like south bay) -- difference between cupertino or mountain view? they blend together

2. Is there anything you wanted to tell us that you didn't have a chance to?

it's called instore? he should be able to take a picture or barcode of jeans that he wants, and be notified later when it goes on sale. that's basically what he'd do on amazon.

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