

# Interview Script | Slip

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## Research Goal (where we need to go)

We want to identify the best practices, features, and common pain points when it comes to online shopping in order to design a positive shopping and checkout experience for both loyal and new customers.

## Research Objectives (how we will get there)

1. Learn about the online and offline buying behavior of customers.
2. Discover pain points and delights users may currently experience with shopping.
3. Learn what is important to users when shopping.
4. Learn which features are successful, which features are not, and which features they would like to see that are not currently available.
5. Identify motivations, frustrations and key habits in online shoppers.
6. Discover how an online store can be designed to entice sales and peak user interest.

## Demographics

Age: 18+

Any gender

Mobile or web user

## **OPENING SCRIPT:**

Hi, \_\_\_\_\_. Thank you for agreeing to meet with me today for the interview. I am here to talk to you about your experience in online shopping.

Let me give you an outline of what's going to happen. I am going to ask you a series of questions. We want to understand things from your perspective. There are no right or wrong answers to any of the questions. Do you have any questions or comments so far?

Before we begin, would it be okay if I record this session? It will only use it to make a detailed note of this interview. This interview will roughly take 45 minutes.

[if yes, begin recording]

## QUESTIONS

1. How do you typically shop for pottery?
2. Tell me about the last time you shopped online.
3. Tell me about the last time you shopped in-store.
4. When do you shop for clothing?
5. How often would you say you shop for pottery/unique pieces?
6. How frequently do you shop online?
7. What motivates you to shop for pottery?
8. What do you look for when buying pottery?
9. Tell me about a positive experience you had shopping online.
10. Tell me about a positive experience you had shopping online.
11. When shopping online...
  - a. What features are important to you?
  - b. What payment methods do you use?
  - c. What are the pros of shopping online for you?
  - d. What are the cons of shopping online for you?
  - e. What type of device do you typically use?
  - f. When you have a specific product in mind, how do you go about looking for it?
  - g. How much time do you spend browsing before purchasing?
  - h. What helps you make the final decision?
  - i. Tell me about your checkout experience.
12. Are there any online shops you frequently visit or use?
  - a. Why do you shop there?
  - b. What about these online stores stands out to you?
13. 13. Have you ever shopped for sustainable products?

## Closing

That concludes the interview for today. Do you have any final thoughts or questions you would like to share? If anything comes up, please don't hesitate to reach out! Once again, thank you for taking the time to do this!