

# User Interviews

## Introduction

Hi,

Thank you for agreeing to meet with me and to be interviewed. I am designing an e-commerce website for a company called SiliconeZone. It's a company that sells silicone kitchenware products. From this interview, I am looking to learn more about a user's insights and experience while shopping online.

## Demographics

To begin, I would like to get to know you better by asking some basic questions. However, you do not have to answer any question that makes you uncomfortable. Let me know, and we will move on to the next question.

- What is your age?
- What are your pronouns?
- What is your occupation?
- Where are you located?

## General Questions

- How often do you shop online?
- Could you tell me about your shopping habits in general?
- In what aspects is online shopping different from in-store shopping?
- What are some aspects of in-store shopping that you miss when shopping online?
- What is your preferred device to shop online from? Why?
  - Are there features added to a cell phone that would make it easier for you to shop online using the phone?
- What website do you use on a regular basis to shop online?
- What are some successful online shopping experiences you have had? Can you walk me through that experience?

## Specific Questions

- How do you navigate through a store online?
  - Do you: A) browse OR B) look for specific products?

- (If the participant says A) How do you browse?
- (If the participant says B) How do you look for a specific product?
  - Do you: A) filter through categories OR B) search by keywords
- When you are looking at a product, what information do you look for on the product page?
- When adding a product to your cart, do you prefer to see your cart immediately or to keep shopping?
- When you are reviewing your order/cart, what information do you look for?
- What are some features that make online shopping a good experience for you?

# User Observations

## Goal 1

Browsing through a site

## Goal 2

Look for some specific products.

## Guides for note taking during observation:

- How is the user exploring the site? Is the user even exploring the site?
- How do they look for a product?
- What are some functions/features that use?
- What are some functions/features that they are staying away from?