Research Goals:

1. Understand how users buy their candles.
2. What are the challenges shoppers face when buying candles on mobile apps.
3. What features would interest a user on a mobile candle app.
4. Are there any biases in the candle industry.

Target Audience:

Any consumer who enjoys buying candles, especially those more inclined to shop for their candles using a mobile app because it’s on-the-go and maybe they’re busy, or just enjoy the convenience.

Target Audience Characteristics:

1. Lives in suburban neighborhoods
2. Ages 18 – 45
3. People who order more than 10 candles a year
4. Include participants of different genders
5. Include participants with disabilities

Interview Questions:

1. Why do you shop on mobile apps?
2. What have your experiences been like shopping for candles online, or on mobile apps?
3. Are there any features you wish had been on a competitor’s app that weren’t?
4. What would make you a repeat customer of a candle shop?
5. Are there any scents you feel are targeted more towards a specific gender?