**Sample of Proposed Interview questions**

**(Grainne Walsh + Arthur Ryan)**

**(Persona determination)**

**Demographic questions?**

1-3/4 Demographic questions(age, gender, job, education)

then

**Proposed Interview questions list to choose 16 from**

1. If you were to say one aim of your shopping what would it be?/ What are you trying to achieve when you go shopping?/What is shopping about to you?
2. What are you trying to avoid when shopping?
3. What is most important to you about clothing?
4. What disappoints you the most about clothing you have bought?
5. How do you currently do shopping for your clothes?
6. What would you ideally like from your clothing shop?
7. What annoys you most about clothing shops?
8. On what type of technology would you shop for clothing?
9. What features of an online store are the most important to you?
10. How do you navigate/organise your shopping trip?
11. What days of the week do you do your shopping?
12. What times of the day do you do your shopping?
13. What days and times are no-gos for your shopping?
14. Describe you most fun shopping experience?

<https://blog.alexa.com/market-research-questions/>

* How likely are you to recommend our brand to a friend?
* How long have you been a customer?
* What problem does [product/service] solve for you?
* How does the [product/service] fit into your daily workflow?
* How well does [product/service] meet your needs?
* What do you wish the [product/service] had that it currently does not?
* What do you like [most/least] about [product/service]?
* What made you choose us over a competitor?
* How would you rate your last experience with us?

From slides in Wk 10 Web Dev:

1. What are users goals
2. What is most important to them
3. How do they currently do stuff?, what information, what tasks
4. What is their ideal wish list?, what functionality do they want from the app you are developing/proposing
5. How are they frustrated with the current way of doing things?
6. What is users perspective on your app?
7. How often would or do they use your type of app?
8. What is their level of expertise
9. On what type of technology would they use your app?
10. What functionality is most important?
11. How do your users organise information?
12. What strong opinions or beliefs are held about aspects of the system?>
13. How do users go about completing a particular task