# Questions

**General Information**

1. **Background:**
   * Can you tell me a little about yourself? (Age, occupation, hobbies)
   * How often do you use stationary products?

**Shopping Habits**

1. **Shopping Preferences:**
   * How do you usually shop for stationary products? (Online, in-store, both)
   * What are your favorite stationary products and why?
2. **Experience with Current Shop:**
   * Have you visited the local stationary shop? If so, what do you like most about it?
   * What could be improved in your shopping experience at the local shop?

**Online Shopping Behavior**

1. **Online Shopping Preferences:**
   * How often do you shop online for stationary?
   * What do you look for when choosing an online stationary store?
2. **Past Experiences:**
   * Can you share a positive experience you've had with an online stationary store?
   * Have you had any negative experiences? What were the issues?

**Website Design and Functionality**

1. **Design Preferences:**
   * What type of website design appeals to you? (Colorful, minimalist, professional, etc.)
   * How important is it for a website to be visually appealing versus functional?
2. **Features and Functionality:**
   * What features do you consider essential on a stationary webshop? (E.g., easy navigation, product reviews, customization options)
   * How important are customer reviews and detailed product descriptions in your decision-making process?

**Personalization and Customization**

1. **Customization:**
   * How important is the ability to personalize stationary items? (E.g., custom notebooks, name labels)
   * Have you ever used customization services? What was your experience like?

**Loyalty and Incentives**

1. **Loyalty Programs:**
   * Do discounts and special offers influence your purchasing decisions? How?

**Feedback and Expectations**

**10. Improvements and Expectations:**

* + If you could improve one thing about stationary shopping (online or in-store), what would it be?
  + What are your expectations for a stationary webshop in terms of customer service, delivery, and overall experience?

**Final Thoughts**

**11. Additional Feedback:**

* + Do you have any other suggestions or comments about what would make the perfect stationary webshop for you?

# Transcripts

\*\*Interviewer: Danya\*\*

\*\*Interviewee: Maria\*\*

### General Information

Danya: Can you tell me a little about yourself? (Age, occupation, hobbies)

Maria: Sure, I'm 19 years old and currently a student in Eindhoven at TUe. I moved here from Bulgaria to study engineering. In my free time, I enjoy reading, drawing, and playing video games.

Danya: How often do you use stationary products?

Maria: I use stationary products daily, especially for my studies. Notebooks, pens, and highlighters are essential for me.

### Shopping Habits

Danya: How do you usually shop for stationary products? (Online, in-store, both)

Maria: I shop for stationary both online and in-store. It really depends on what I need and how quickly I need it.

Danya: What are your favorite stationary products and why?

Maria: I love high-quality notebooks and gel pens because they make my notes look neat and organized. I also enjoy having a variety of highlighters for studying.

Danya: Have you visited the local stationary shop? If so, what do you like most about it?

Maria: Yes, I have. I appreciate the variety of products they offer and the ability to see and feel the products before buying them.

Danya: What could be improved in your shopping experience at the local shop?

Maria: The shop could improve by offering more competitive prices and a student discount. Also, a more spacious layout would make the shopping experience better.

### Online Shopping Behavior

Danya: How often do you shop online for stationary?

Maria: I shop online for stationary about once a month, usually when I need something specific or when there are good deals.

Danya: What do you look for when choosing an online stationary store?

Maria: I look for a wide range of products, good prices, fast delivery options, and a user-friendly website.

Danya: Can you share a positive experience you've had with an online stationary store?

Maria: I once ordered a custom notebook online, and it arrived quickly and exactly as I had customized it. The quality was excellent, and the process was very smooth.

Danya: Have you had any negative experiences? What were the issues?

Maria: Yes, I had a negative experience where the delivery took much longer than expected, and the items arrived damaged. The customer service was also slow to respond.

### Website Design and Functionality

Danya: What type of website design appeals to you? (Colorful, minimalist, professional, etc.)

Maria: I prefer a minimalist and professional website design. It should be easy to navigate without too many distractions.

Danya: How important is it for a website to be visually appealing versus functional?

Maria: Functionality is more important, but the website should still be visually appealing. A clean, well-organized site makes shopping easier and more pleasant.

Danya: What features do you consider essential on a stationary webshop? (E.g., easy navigation, product reviews, customization options)

Maria: Essential features include easy navigation, detailed product descriptions, customer reviews, and customization options.

Danya: How important are customer reviews and detailed product descriptions in your decision-making process?

Maria: They are very important. Customer reviews help me gauge the quality of the product, and detailed descriptions ensure I know exactly what I'm buying.

### Personalization and Customization

Danya: How important is the ability to personalize stationary items? (E.g., custom notebooks, name labels)

Maria: Personalization is quite important to me, especially for items like notebooks and planners. It adds a personal touch and makes my stationary unique.

Danya: Have you ever used customization services? What was your experience like?

Maria: Yes, I have used customization services for notebooks and pens. My experience has been positive; the products were exactly as I ordered, and it was a fun process.

### Loyalty and Incentives\*

Danya: Do discounts and special offers influence your purchasing decisions? How?

Maria: Yes, discounts and special offers definitely influence my purchasing decisions. As a student, I'm always looking for ways to save money, so special offers are very attractive.

### Feedback and Expectations

Danya: If you could improve one thing about stationary shopping (online or in-store), what would it be?

Maria: I would improve the availability of product reviews and detailed product information. This helps in making informed decisions and ensures the quality of the products.

Danya: What are your expectations for a stationary webshop in terms of customer service, delivery, and overall experience?

Maria: I expect prompt and helpful customer service, fast and reliable delivery, and a smooth, hassle-free shopping experience. Clear return policies are also important.

### Final Thoughts

Danya: Do you have any other suggestions or comments about what would make the perfect stationary webshop for you?

Maria: A perfect stationary webshop would offer a wide range of high-quality products at competitive prices, have a user-friendly and visually appealing website, provide excellent customer service, and offer customization options. A loyalty program for frequent buyers and regular discounts would be great too.

Danya: Thank you, Maria, for your insights. This has been very helpful!

Maria: You're welcome, Danya. Glad I could help!