# HipsterHub - User Research Findings

## General Shopping Habits and Expectations

1. **Current Experience Shopping Online for Niche Products:**
Users often look for a personalized and immersive shopping experience. They appreciate detailed product descriptions, high-quality images, and recommendations tailored to their tastes and previous purchases.

2. **Important Factors When Choosing Where to Shop:**
Quality and authenticity of products, ease of navigation, customer reviews, and unique offerings are crucial. Users also value fast and reliable shipping, along with responsive customer service.

## Feedback on Proposed Features

1. **Shopping Cart:**
Users find a seamless shopping cart experience essential. They appreciate the ability to save items for later and easily view item details from the cart. An option for estimating shipping costs before checkout is also highly valued.

2. **User Profile:**
A personalized user profile is welcomed, especially for tracking order history and saving shipping information. Features for setting preferences for product recommendations and receiving alerts for new arrivals or restocks on favorite items are popular.

3. **Favorites:**
The ability to easily add items to a favorites list is crucial for users who are not ready to purchase immediately. They suggest the feature should include options to categorize favorites (e.g., by product type) and share lists with friends or on social media.

4. **Admin User:**
From a user perspective, knowing that the site is actively managed and updated increases trust. They appreciate transparency about product sourcing, availability updates, and prompt customer support for inquiries or issues.

5. **Repeat Order:**

User should be able to redo an order. So, if they have a blend of coffee they enjoy, they can easily order it again each month.

## Usability and Design Preferences

Users prefer a clean, intuitive interface with easy-to-use navigation and search functionalities. They enjoy the use of filters to refine product selections based on specific criteria (e.g., region for wines, genre for vinyl records, roast type for coffee). Interactive elements, such as a feature to create a custom coffee blend or listen to vinyl record samples, are highly engaging and can differentiate the online shop from competitors.

## Additional Features and Services

Virtual tastings or workshops hosted by experts can enhance the shopping experience and community feeling. A subscription service for regular deliveries of coffee or selected wines and vinyl records, tailored to user preferences, is of interest. Users express a desire for a mobile app version of the shop for convenient browsing and shopping on the go.

## This research was conducted on our classmates:

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