

Questions

1. How much of your purchases are made online versus in-person at a store? Why?
 - a. How are you making these purchases?
 - i. Hardware: (desktop, mobile, tablet, etc)
 - ii. Applications: (website based, mobile based? What specific applications?)
 - b. What do you typically purchase?
2. Think about something you purchased recently...tell me about that experience. (How would you describe your online shopping experiences?)
 - a. What do you enjoy versus dislike?
3. Favorite and least favorite experiences?
 - a. Types of transactions?
 - b. Banking versus Grocery etc.
4. Tell me about a time you got stuck making a purchase online.... (What, if any, barriers do you encounter to doing transactions online?)
5. What types of products or services would you want to buy online? Or if there's something that you definitely don't want to purchase online?
6. Have you ever tried grocery delivery? Why/why not
 - a. If yes....what do you like/dislike about it?
 - b. If no, what would convince you to try it?
7. Have you ever used any voice control features? What is your experience and thoughts on that?