



Smallgoods User Interviews

TEAM 2333

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Personas

The three types of persona groups should include: cheese lover, spender, refined cafe seeker.

From the client interview, the stakeholders had given us a starting point regarding their loyal customers are mostly at retirement age in the store's neighborhood and those who had purchased products from their farmer market's pilot experiment. These loyal customers are less likely to be visiting Smallgoods website because they had already established a relationship with Smallgoods. The three personas group above are directed to potential clients who either love cheese, willfulness to spend money, or seek cafe experience.

Persona 1: Spender

- **User 1:** willing to spend money on groceries \$1000 - \$1500, likes high-quality products
- **User 3:** spend \$1000+ on food per month, cares about both the shopping experience and product quality
- **User 7:** willing to spend money on food, sometimes have concerns about the environment and experiences of shopping
- **User 8:** spend \$800 - \$1000 on food per month, cares a lot about the freshness of groceries



Jonathan Tang

BASIC DEMOGRAPHICS

Age 32
Job Title IT Specialist
Location La Jolla

FRUSTRATION

It's more convenient to buy cheese in his local grocery store. He had not recognized the main differentiation of Smallgoods.

Spender

BACKGROUND BIOGRAPHY

Jonathan is an IT specialist at Chase. With his current working status, he is able to afford a good lifestyle. He is willing to spend some extra money on getting a better quality product and better experiences of shopping. In his spare time, he will hang out with his family and friends. Despite the current pandemic, as long as the place he visits enforces strict protocol of social distancing and sanitization, he is still willing to go out to get some fresh air and stay away from the screen for groceries and food. One way to hang out with his friends and family is drinking wine coupled with cheese.

GOALS

- The place they go to must enforce strict protocol of social distancing
- Easy access to parking
- To have good shopping experience

NEEDS

- Want to find out what goes best with cheese
- Menu with visual images to list out all the products
- Needs to know the environment and atmosphere of the shop before going

Persona 2: Refined Cafe Seeker

- **User 3:** goes to cafe regularly, have specific requirements on the environment and food provided
- **User 4:** picky on the tastes of food and has specific dietary requirements
- **User 5:** goes to cafe mostly to have a comfortable place to study, requirements on the environment and atmosphere
- **User 9:** goes to a cafe to relax, go somewhere with good reviews, has specific requirements on food provided and should not be overpriced.



Claire Yu

BASIC DEMOGRAPHICS

Age	25
Job Title	PhD Student
Location	La Jolla

FRUSTRATION

Indoor sittings in most of the cafes during the pandemic are not available. She is unsure where to obtain the cafe experience during this time.

Refined Cafe Seeker

BACKGROUND BIOGRAPHY

Claire is a first year PhD student at UCSD. She goes to a cafe at least twice a week. Most of the time, she is there to meet and chat with her friends. She hasn't been in La Jolla for long, and she is not familiar with the cafes here but she is pretty specific about both the environment and the food of the cafe. The cafe she likes usually has a clean environment where she and her friends feel comfortable staying for half a day and allows for talking but not too loud. Also since Claire has been working out to keep her body fit, she also concerns about the food provided by the cafe. While she likes to meet with her friends during lunch time, she hopes the cafe can have some healthy dishes.

GOALS

- To have a comfortable atmosphere that she could stay for a couple of hours
- To have a place where talking is allowed, but not too loud
- To have a place with healthy food

NEEDS

- Need a way to see the environment of the store before visiting
- Need to know the hours and location of the cafe
- Need to see the menu and comments

Persona 3: Cheese lover

- **User 1:** have specific requirements on cheese, willing to spend money buying cheese
- **User 2:** loves cheese, cares about the freshness and tastes of cheese
- **User 6:** loves cheese, willing to try something new and special



Ana Lu

BASIC DEMOGRAPHICS

Age	25
Job Title	Intern
Location	San Diego

FRUSTRATION

She wants to make sure that the cheese matches her taste before purchasing due to her relatively low income level.

Cheese Lover

BACKGROUND BIOGRAPHY

Ana is currently a business analyst intern. Although her income level is not as high, she is willing to try out different cheese places since cheese is her favorite food. Cheese is one of the few foods that is included in her daily meals. As of now, she has not found a go-to place to buy cheese instead of her nearby grocery store because she's unaware cheese shops are available in the community.

GOALS

- Taste sample: She wants to have the ability to taste a small bite of cheese before purchasing it
- Want to know how is the cheese so different from the cheese she purchased in grocery store
- Want to find out the cheese store has good and unique cheese through positive word of mouth from friends and family

NEEDS

- Need to know there's special promotion and or discount, so she can save up
- Need to be able to order directly from the website
- Need to have a price comparison feature in the website, so she can make purchasing decision accordingly

User Scenarios

Persona 1 Spender	Persona 2 Refined Cafe Seeker	Persona 3 Cheese Lover
<p>User Scenario: Jonathan is hosting a relatively small party of 6 to celebrate some wins during this hard time in his house. He would like to purchase some tasteful cheese platter to go with his own collection of wine. Usually, he would purchase cheese platter in his local grocery store for convenience, but since his friends and him had not gathered ever since pandemic, he would want to purchase products that are much more tasteful cheese platter than the generic one.</p>	<p>User Scenario: Claire is seeing her friend Ella who she hasn't contacted for a while, and she wants to know if Smallgoods is a good place to go. She has been to most of the cafes around UCSD, but the environment of these cafes is not as good as she expects. Because she is seeing her friend, she wants to have a good place with joyful experience. Besides, she definitely wants to explore more in the San Diego area. However, she doesn't want to go too far away.</p>	<p>User Scenario: Ana recently heard her friends talking about Smallgoods offering customers good cheese, and she wants to know how it is so different from the grocery stores. Since she is so specific with the texture and quality of cheese, she will like to visit the restaurant in-person and is hoping to try a small sample to make her decision. Another thing she worries about is her tight budget. She understands some good cheese can be very expensive, but she is looking for a place that is reasonably priced and or even better, it has some sort of special promotions.</p>
Use case: View catering or platter offering menu	Use case: View photos of Smallgoods seatings and interior design	Use case: Find out taste description for different cheese
Use case: View the images of cheese platters	Use case: View menu and price	Use case: View special offerings or promotions
Use case: View customer ratings and reviews on the products	Use case: View the location and hours	Use case: View different kinds of cheese platters with cheese descriptions
Use case: Find out what kind of cheese would be good with the wine	Use case: View customer ratings and reviews	Use case: Find out if the place offers cheese samples
Use case: Want to know how are the cheese in grocery store so different from the specialized cheese store	Use case: View how the restaurant is enforcing the protocol of social distancing	Use case: View how the place is enforcing the protocol of social distancing
<p>User scenario: When Jonathan is working remotely at home, he doesn't</p>	<p>User scenario: Clarie is looking for a cafe that has healthy, organic food. She</p>	<p>User scenario: Ever since pandemic, Ana has been roughly eating the same food</p>

<p>want to cook lunch by himself. He wanted to see if there's a quick place to takeout a sandwich around his place, but he is also worried that not many people are following the protocol of social distancing in that restaurant. Although he has the option to order delivery, he rather spends his lunch time away from his computer and gets some fresh air. Before leaving his house, he wants to spend some time researching a place that matches his expectation and serves him convenience.</p>	<p>has been working out to keep her body fit, so she cares about the calories and food ingredients extremely. She often looks through their social media platforms to see pictures and food offerings. She wants fresh vegetables and fruits combined with fats and carbs.</p>	<p>she purchased from grocery stores. She feels like the food she's been eating is relatively bland despite it being her favorite food, like cheese. She wants to try out some new places that offer her a brand new taste, and she usually checks out the instagram of the shop to get a general idea of what the shop looks like and what products they have.</p>
<p>Use case: View how the restaurant is enforcing the protocol of social distancing</p>	<p>Use case: View menu to see what the place offers and the calorie counts of the food.</p>	<p>Use case: Find links to Instagram or other social media platforms.</p>
<p>Use case: Availability of the restaurant and whether he has to wait for a long time to get his food</p>	<p>Use case: Find out the source of ingredients</p>	<p>Use case: View menu and price</p>
<p>Use case: Find out the location and parking condition and see if it's convenient and time-efficient</p>	<p>Use case: Find out platters or meal deals</p>	<p>Use case: Figure out how are the cheese in grocery store so different from the specialized cheese store</p>
<p>Use case: View menu for product offering</p>	<p>Use case: View images of the food</p>	<p>Use case: View location and hours</p>
<p>Use case: View customer ratings and reviews on both the food and environment</p>	<p>Use case: View customer ratings and reviews</p>	<p>Use case: View customer ratings and reviews</p>
<p>Use case: Find out whether there is a "order now - pick up in store" option.</p>	<p>Use case: Find links to its social media platforms</p>	<p>Use case: View pictures of specific products</p>

Use case summary table

All Use Cases we Found	How often the case arose (X/6)	How many persona used this same use case
View menu with price	2	Refined Cafe Seeker Cheese Lover
View menu with calorie counts	1	Refined Cafe Seeker
View catering menu	1	Spender
View images of the products	2	Spender Refined Cafe Seeker
View customer ratings and reviews	4	Spender Refined Cafe Seeker Cheese Lover
Find out whether there is a “order now - pick up in store” option.	1	Spender
Find links to social media platforms	2	Refined Cafe Seeker Cheese Lover
Find out how their cheese different from the ones in grocery stores	2	Spender Cheese Lover
View location and hours	3	Spender Refined Cafe Seeker Cheese lover
View how the restaurant is enforcing the protocol of social distancing	3	Spender Refined Cafe Seeker Cheese Lover
Availability of the restaurant and whether he has to wait for a long time to get his food	1	Spender
Find out the location and parking condition and see if it's convenient and time-efficient	1	Spender
Find out what the restaurant is offering beforehand	1	Spender
Find out what kind of cheese would be good with the wine	1	Spender
View photos of Smallgoods seatings and	1	Refined Cafe Seeker

interior design		
View panoramic photos of Smallgoods	1	Refined Cafe Seeker
List of food ingredient	1	Refined Cafe Seeker
Find out the source of ingredients	1	Refined Cafe Seeker
View special offerings or promotions	1	Cheese Lover
Find out if Smallgoods offers cheese samples	1	Cheese Lover
View cheese descriptions	1	Cheese Lover
View taste descriptions	1	Cheese Lover

Feature and Functionality Table

Features/Function	Client	Personae
Menu	x	Spender, Refined Cafe Seeker, Cheese Lover
Filter menu by different categories	x	Spender, Refined Cafe Seeker
Ingredient listing	x	Refined Cafe Seeker
Photo gallery	x	Spender, Refined Cafe Seeker
Price	x	Spender, Refined Cafe Seeker, Cheese Lover
Customer reviews		Spender, Refined Cafe Seeker, Cheese Lover
Location, hours, contacts	x	Spender, Refined Cafe Seeker, Cheese Lover
Social distancing protocol	x	Spender, Refined Cafe Seeker, Cheese Lover
Links to other social media platforms		Refined Cafe Seeker, Cheese Lover
Availability of Smallgoods		Spender
Parking conditions (street view map)		Spender
Source of ingredients	x	Refined Cafe Seeker
Cheese descriptions	x	Cheese Lover

Taste descriptions		Cheese Lover
Special offerings or promotions		Cheese Lover
Showcase coupling products with cheese	x	Spender

Appendix

BASIC DEMOGRAPHICS

1. Which best describes your age range? (below 18, 18 - 25, 26 - 30, 31 - 50, above 50)
2. Where are you currently located? Is it near La Jolla blvd?
3. Have you heard of Smallgoods before?
4. Ever since pandemic, do you prefer buying food in-person or online?
 - a. If online, what are the factors you use to determine the online platform credibility?
 - b. What are some factors that you would be concerned about if you have to shop in-person?

GENERAL QUESTIONS

- Use 3 adjectives to describe American made produce?
 - What makes you think this?
- Have you ever been to a combination cheese cafe before?
 - If yes, what is your impression of it?
 - If not, would you ever want to explore these kinds of places?
 - Why or why not?

USER-SPECIFIC QUESTIONS

Spender

- On average, how much do you spend on food per month?
- Do you prefer purchasing good food or purchasing good in-store experience while purchasing food?
- Ever since the pandemic, how have you changed your buying habits?

Refined Cafe Seeker

- How often do you go to a cafe? Why do you go to a cafe?
- Do you usually go alone or in groups?
- Which one is more important to you, the environment or the food?
- Do you have a specific cafe that you like?
 - If yes:
 - What is its name?
 - Why do you like it?

- Do you have any specific requirements while choosing a cafe? (e.g. ingredient information, dietary restrictions, parkings, certain food or coffee beans, etc.)

Cheese Lover

- Do you have any specific requirements on cheese? (e.g. quality, taste, price, freshness, etc.)
- How much would you like to spend on cheese?
- Where do you usually buy cheese from? (e.g. Grocery store? Cheese shop?) How often do you buy cheese?
 - Did it change ever since the pandemic?

WEBSITE-RELATED QUESTIONS

1. Have you ever visited a cafe website before?
 - a. If yes:
 - i. When was the last time you visited it?
 - ii. What were you looking for?
 - iii. What was your impression of the website?
 - b. If no: in what circumstances that will make you look up a specific cafe website
 - c. What would be some features you would want to see?
2. Have you ever visited a website that sells cheese before?
 - a. If yes:
 - i. When was the last time you visited it?
 - ii. What were you looking for?
 - iii. What was your impression of the website?
 - b. If no: in what circumstances that will make you look up a specific cafe website
 - c. What would be some features you would want to see?

User 1: Cheese Lover + Spender

BASIC DEMOGRAPHICS

1. Which best describes your age range?(below 18, 18 - 25, 26 - 30, 31 - 50, above 50)
 - **31-50**
2. Where are you currently located? Is it near La Jolla blvd?
 - **San Leandro, CA**
3. Have you heard of Smallgoods before?
 - **NO**
4. Ever since pandemic, do you prefer buying food in-person or online? If online, what are the factors you use to determine the online platform credibility? What are some factors that you would be concerned about if you have to shop in-person?
 - **Online, discount, convenience, personal privacy (information must be secure)**

GENERAL QUESTIONS

1. Use 3 adjectives to describe American made produce? What makes you think this?
 - **Expensive, Label healthy but not healthy, Organic option (but not credible)**
 - **Negative connotation with the fast food restaurant**
2. Have you ever been to a combination cheese cafe before? If yes, what is your impression of it? If not, would you ever want to explore these kinds of places? Why or why not?
 - **Yes(cheesecake factory), expensive, feel unhealthy due to the produce's sweetness**
 - **blue mold cheese was the strongest impression**

USER-SPECIFIC QUESTIONS

Spender

1. On average, how much do you spend on food per month?
 - **\$1000 - \$1500**
2. Do you prefer purchasing good food or purchasing good in-store experience while purchasing food?
 - **Food**
 - **it depends for different circumstances**
 - **dating: environment is more important**
 - **but with family: food is more important**
 - **One of the reasons to go to cafe/restaurant is because he cannot cook, so he will to have tasty food**
3. Ever since the pandemic, how have you changed your buying habits?
 - **Buy everything online (though it's more expensive, he will stay prefer this because it's safe)**

Cheese Lover

1. Do you have any specific requirements on cheese? (e.g. quality, taste, price, freshness, etc.)
 - **Quality: soft**
 - **Taste: stinky (don't like sweet cheese)**
2. How much would you like to spend on cheese?
 - **\$100**
3. Where do you usually buy cheese from? (e.g. Grocery store? Cheese shop?) How often do you buy cheese? Did it change ever since the pandemic?
 - **Grocery store (wholefood), once a while (about 2 months), yes (no party, so there's no need)**
 - **Once a while**
 - **When he's in party and drink with wine**

WEBSITE-RELATED QUESTIONS

1. Have you ever visited a cafe website before
 - d. If yes:
 - i. When was the last time you visited it?
 - ii. What were you looking for?
 - iii. What was your impression of the website?
 - **Yes, 1/20/2021 (recently) | looking for menu to order lunch, if order online, the following elements (picture, price, and name of the dish)**
2. Have you ever visited a website that sells cheese before?
 - e. If no: in what circumstances that will make you look up a specific cafe website
 - f. What would be some features you would want to see?
 - **No.**
 - **When he needs to host a party and or attend a wedding party, then he will search online**
 - **Display the food pairing (what the cheese should go with)**
 - **Clearly illustrate the price discount and promotion**

User 2: Cheese Lover

BASIC DEMOGRAPHICS

1. Which best describes your age range?(below 18, 18 - 25, 26 - 30, 31 - 50, above 50)
 - **18 - 25**
2. Where are you currently located? Is it near La Jolla blvd?
 - **NYC**
3. Have you heard of Smallgoods before?
 - **NO**
4. Ever since pandemic, do you prefer buying food in-person or online?If online, what are the factors you use to determine the online platform credibility?What are some factors that you would be concerned about if you have to shop in-person?
 - **In-person: for groceries only**
 - **if it's perishable, and for grocery | as long as people are following social distancing and good quality**

GENERAL QUESTIONS

1. Use 3 adjectives to describe American made produce? What makes you think this?
 - **bland (don't have too much flavor), eye-catching (good look appearance), curious (march with different cuisines)**
2. Have you ever been to a combination cheese cafe before?If yes, what is your impression of it?If not, would you ever want to explore these kinds of places?Why or why not?
 - **NO**

- **Yes, he loves cheese (curious to go and check), out of 3 meals, he will include 2 meal with cheese**
- **Explore in-person (grab a bite and test the taste)**
- **Home delivery sample will be good (5 -10)**

USER-SPECIFIC QUESTIONS

Cheese Lover

1. Do you have any specific requirements on cheese? (e.g. quality, taste, price, freshness, etc.)
 - **Definitely the freshness and suitable texture**
 - **Moserrela**
 - **Price (don't want to spend too much on cheese)**
 - **Taste testing is important if he's ordering online for new cheese**
2. How much would you like to spend on cheese?
 - **around \$50**
3. Where do you usually buy cheese from? (e.g. Grocery store? Cheese shop?) How often do you buy cheese? Did it change ever since the pandemic?
 - **Local indian store (grocery store), trader joes**

WEBSITE-RELATED QUESTIONS

1. Have you ever visited a cafe website before?
 - g. If yes:
 - i. When was the last time you visited it?
 - ii. What were you looking for?
 - iii. What was your impression of the website?
 - **Yes, 2 days before (recently), looking for sandwich and coffee (menu) but order through app, impression: good (have to use the 2 platforms) --> causing him more convenience**
2. Have you ever visited a website that sells cheese before?
 - h. If no: in what circumstances that will make you look up a specific cafe website
 - i. What would be some features you would want to see?
 - **No.**
 - **If his local store ran out of cheese**
 - **Features: all sorts of products that should be distinct and can't find in local store and if it delivers to his address, convenience (does that website have an app and make the ordering easier)**

User 3: Spender + Refined Cafe Seeker

BASIC DEMOGRAPHICS

1. Which best describes your age range? (below 18, 18 - 25, 26 - 30, 31 - 50, above 50)

- **26-30**
- 2. Where are you currently located? Is it near La Jolla blvd?
 - **Close to UCSD campus**
- 3. Have you heard of Smallgoods before?
 - **Maybe, heard from a friend**
- 4. Ever since pandemic, do you prefer buying food in-person or online? If online, what are the factors you use to determine the online platform credibility? What are some factors that you would be concerned about if you have to shop in-person?
 - **Usually purchase most stuff online except groceries**
 - **Personal privacy is the top concern**
 - **Have some frequently used sites and usually stick with those such as Amazon, Nordstrom.etc**
 - **sanitation, whether people are wearing masks, use sanitizers, social distancing**

GENERAL QUESTIONS

1. Use 3 adjectives to describe American made produce?
 - a. What makes you think this?
 - **Poor product packaging, packages are too simple and sometimes look bad and it doesn't really attract customers**
 - **Wired flavors, some products can be too sweet sometimes, people from other places might get used to that**
 - **High calorie, some food are not healthy**
2. Have you ever been to a combination cheese cafe before? If yes, what is your impression of it? If not, would you ever want to explore these kinds of places? Why or why not?
 - **No**
 - **Would love to try**
 - **Hard to imagine what it is like, it would be interesting to see what it is like.**
 - **Loves to go to cafes, but mostly to get drinks**

USER-SPECIFIC QUESTIONS

Spender

1. On average, how much do you spend on food per month?
 - **About \$1000, depends on whether cooking at home or go out for food**
2. Do you prefer purchasing good food or purchasing good in-store experience while purchasing food?
 - **Food**
 - **Both seem to be equally important, but food is more important**
 - **If the food is good, environment won't be a big problem, but if the food is bad, not matter how good the environment is, probably not going there again**
 - **Environment can be important if the user is having dinner with someone important or for business, or needs a quiet place to talk**

3. Ever since the pandemic, how have you changed your buying habits?
 - **Still go to grocery stores for groceries**
 - **Mostly cook at home or order delivery, haven't eat out for a while**
 - **Buying everything online except groceries**

Refined Cafe Seeker

1. How often do you go to a cafe? Why do you go to a cafe?
 - **used to go every week either to get food or drinks and sometimes go and hang out with a friend**
 - **haven't been to one since the pandemic, but sometimes order food online from the cafe**
2. Do you usually go alone or in groups?
 - **Group, with friends**
3. Do you have a specific cafe that you like? If yes: What is its name? Why do you like it?
 - **Not really**
4. Do you have any specific requirements while choosing a cafe? (e.g. ingredient information, dietary restrictions, parkings, certain food or coffee beans, etc.)
 - **Parking**
 - **No special requirement on the ingredients of food or drinks, but prefer one with better food**
 - **Environment of the cafe**

WEBSITE-RELATED QUESTIONS

3. Have you ever visited a cafe website before?
 - a. If no: in what circumstances that will make you look up a specific cafe website?
 - b. What would be some features you would want to see?
 - **No.**
 - **Sometimes use yelp to look up for a cafe, but usually stick with the old ones she used to go**
 - **One circumstance that she would be using the website is to order food. She expects it to have their menu on the website and an easy way to order food from the website. NO need to create account or anything**
4. Have you ever visited a website that sells cheese before?
 - a. If no: in what circumstances that will make you look up a specific cafe website?
 - b. What would be some features you would want to see?
 - **The user doesn't buy cheese very often, but one situation she thought is that if someone asked her about where to get cheese, she would probably look up for a cheese shop and visit their website.**
 - **Pictures with descriptions of each kind**

User 4: Refined Cafe Seeker

BASIC DEMOGRAPHICS

1. Which best describes your age range? (below 18, 18 - 25, 26 - 30, 31 - 50, above 50)
 - **18-25**
2. Where are you currently located? Is it near La Jolla blvd?
 - **Currently in Irvine, it is not near La Jolla Blvd.**
3. Have you heard of Smallgoods before?
 - **No**
4. Ever since pandemic, do you prefer buying food in-person or online? If online, what are the factors you use to determine the online platform credibility? What are some factors that you would be concerned about if you have to shop in-person?
 - **In-person**
 - **I mostly care about whether the store has the food that I specifically want.**

GENERAL QUESTIONS

1. Use 3 adjectives to describe American made produce? What makes you think this?
 - **Low quality, because I usually prefer Japanese products. Convenient, because American products can be easily accessed. Fairly cheaper, because they are locally made which has lower cost.**
2. Have you ever been to a combination cheese cafe before?
 - If not, would you ever want to explore these kinds of places? Why or why not?
 - **No.**
 - **Of course, I'm always excited to try new things**

USER-SPECIFIC QUESTIONS

Refined Cafe Seeker

1. How often do you go to a cafe? Why do you go to a cafe?
 - **Around once or twice a week. I typically get some coffee to stay awake**
2. Do you usually go alone or in groups?
 - **Alone**
3. Which one is more important to you, the environment or the food?
 - **Food**
4. Do you have a specific cafe that you like? If yes: What is its name? Why do you like it?
 - **No. As long as the latte is good, I don't care about the specific cafe.**
5. Do you have any specific requirements while choosing a cafe? (e.g. ingredient information, dietary restrictions, parkings, certain food or coffee beans, etc.)
 - **I care most about the taste and dietary restrictions because I am picky on the taste of coffee and lactose intolerant.**

WEBSITE-RELATED QUESTIONS

1. Have you ever visited a cafe website before?
 - a. If yes: When was the last time you visited it? What were you looking for?
 - i. What was your impression of the website?
 - **Yes, when someone recommends it to me**
2. Have you ever visited a website that sells cheese before?
 - a. If no: in what circumstances that will make you look up a specific cafe website? What would be some features you would want to see?
 - **No, I have not visited any website that sells cheese before. But when someone recommends it to me, I would like to see the menu.**

User 5: Refined Cafe Seeker

BASIC DEMOGRAPHICS

1. Which best describes your age range? (below 18, 18 - 25, 26 - 30, 31 - 50, above 50)
 - c. **18-25**
2. Where are you currently located? Is it near La Jolla blvd?
 - d. **Davis, No**
3. Have you heard of Smallgoods before?
 - **No**
4. Ever since pandemic, do you prefer buying food in-person or online? If online, what are the factors you use to determine the online platform credibility? What are some factors that you would be concerned about if you have to shop in-person?
 - **Online**
 - **Photos of the product**

GENERAL QUESTIONS

1. Use 3 adjectives to describe American made produce? What makes you think this?
 - **Exquisite, cost-effective, convenient. The products are generally cost effective and convenient because I can get what I want with a very fine price which meets my expectation. It is exquisite due to its high quality.**
2. Have you ever been to a combination cheese cafe before?
 - If yes, what is your impression of it?
 - **Yes.**
 - **I can get the food I want while I am enjoying my coffee.**

USER-SPECIFIC QUESTIONS

Refined Cafe Seeker

1. How often do you go to a cafe? Why do you go to a cafe?

- **Three times a week. Because I am a student, I try to seek a comfortable place to get my work done and enjoy the cup of coffee I order. I ensure my working efficiency.**
- 2. Do you usually go alone or in groups?
 - **Alone**
- 3. Which one is more important to you, the environment or the food?
 - **Food**
- 4. Do you have a specific cafe that you like?
 - **No**
- 5. Do you have any specific requirements while choosing a cafe? (e.g. ingredient information, dietary restrictions, parkings, certain food or coffee beans, etc.)
 - **Environment of the cafe**
 - **Comfortable place to stay for a long time**

WEBSITE-RELATED QUESTIONS

1. Have you ever visited a cafe website before?
 - a. If yes: When was the last time you visited it? What were you looking for? What was your impression of the website?
 - **Yes**
 - **Last March, I was looking for an Aeropress. It looks nice.**
2. Have you ever visited a website that sells cheese before?
 - a. If no: in what circumstances that will make you look up a specific cafe website? What would be some features you would want to see?
 - **No**
 - **If my family needs to buy cheese to make some special dish during the pandemic.**

User 6: Cheese Lover

BASIC DEMOGRAPHICS

1. Which best describes your age range? (below 18, 18 - 25, 26 - 30, 31 - 50, above 50)
 - **18 - 25**
2. Where are you currently located? Is it near La Jolla blvd?
 - e. **I am currently in San Francisco, but I have visited La Jolla.**
3. Have you heard of Smallgoods before?
 - **Yes**
4. Ever since pandemic, do you prefer buying food in-person or online? If online, what are the factors you use to determine the online platform credibility? What are some factors that you would be concerned about if you have to shop in-person?
 - **Online**
 - **I would credit the online platform by its overall design and style.**

GENERAL QUESTIONS

1. Use 3 adjectives to describe American made produce? What makes you think this?
 - **Easy to eat/made, big package, and cheap. Because American people love family-sized food and they are usually very cheap.**
2. Have you ever been to a combination cheese cafe before?
 - If yes, what is your impression of it?
 - **Yes**
 - **I think it is an interesting experience as I can try various cheeses that I rarely see at other places.**

USER-SPECIFIC QUESTIONS

Cheese Lover

1. How often do you purchase cheese? In what circumstances you will eat cheese (ex. daily basis, party, once a while, etc)
 - **I usually visit grocery stores for cheese. I eat cheese when I invite friends to my home and I want to show them something special. x**
2. Do you have any specific requirements on cheese? (e.g. quality, taste, price, freshness, etc.)
 - **I would specifically look for good tastes.**
3. How much would you like to spend on cheese?
 - **As long as it's worth the price.**
4. Where do you usually buy cheese from? (e.g. Grocery store? Cheese shop?) How often do you buy cheese?
 - **Grocery Store. Only when the occasion needs it.**
5. Did it change ever since the pandemic?
 - **It has not changed ever since the pandemic.**

WEBSITE-RELATED QUESTIONS

1. Have you ever visited a cafe website before?
 - a. If yes: When was the last time you visited it? What were you looking for? What was your impression of the website?
 - **Yes**
 - **I visited it one months ago because I wanted to check if I could buy something online. I love how simple the Starbucks website is, it is very easy for me to find things I want.**
2. Have you ever visited a website that sells cheese before?
 - a. If no: in what circumstances that will make you look up a specific cafe website
 - b. What would be some features you would want to see?
 - **No**
 - **I would look up a specific cheese website when I need specific information of the store such as address, number and open hours.**

User 7: **Spender**

BASIC DEMOGRAPHICS

1. Which best describes your age range? (below 18, 18 - 25, 26 - 30, 31 - 50, above 50)
 - **31 -50**
2. Where are you currently located? Is it near La Jolla blvd?
 - **La Jolla**
3. Have you heard of Smallgoods before?
 - **No**
4. Ever since pandemic, do you prefer buying food in-person or online? If online, what are the factors you use to determine the online platform credibility? What are some factors that you would be concerned about if you have to shop in-person?
 - **She does not have many experiences on online shopping and most of the time she still goes to stores and shops. One concern is the current pandemic and how the stores enforces the sanitary requirements. Another thing is that she always goes early in the morning because she thinks there are less people than other times of the day.**

GENERAL QUESTIONS

1. Use 3 adjectives to describe American made produce? What makes you think this?
 - **Cheap , compared to products from other countries**
 - **Not healthy, one thing she mentioned is fast food which she thinks are very unhealthy and high-calorie**
 - **Fresh, although there are vegetables and fruits from other places, she thinks local food are more fresh**
2. Have you ever been to a combination cheese cafe before? If yes, what is your impression of it? If not, would you ever want to explore these kinds of places? Why or why not?
 - **Yes**
 - **She used to go to a cafe that has cheese platters and other cheese dish**
 - **She never tried the cheese dish but she would wanna give it a try next time She goes there**
 - **Cheese is not something she would order when she goes to a cafe**
 - **She goes to a cafe mainly to have a place to meet her friends and not so much for the food there**

USER-SPECIFIC QUESTIONS

Spender

1. On average, how much do you spend on food per month?
 - **\$1000+**
2. Do you prefer purchasing good food or purchasing good in-store experience while purchasing food?

- **It depends on who she is eating with and what is the purpose of the dinner.**
 - **If she is meeting with close friends, she would want to go somewhere that has good food.**
 - **But if it is a date or she has to meet with her clients, she would pick a restaurant with good environment**
3. Ever since the pandemic, how have you changed your buying habits?
- **She did not change too much and still goes to store herself.**

WEBSITE-RELATED QUESTIONS

1. Have you ever visited a cafe website before?
- a. If no: in what circumstances that will make you look up a specific cafe website
 - b. What would be some features you would want to see?
 - **No.**
 - **She would check the website of a cafe if someone recommend it to her and she plan to go there**
 - **Features: pictures of the cafe environment, menu, comments/rating by its customers**
2. Have you ever visited a website that sells cheese before?
- a. If no: in what circumstances that will make you look up a specific cafe website
 - b. What would be some features you would want to see?
 - **No.**
 - **If I heard of the cheese shop from others and they recommend me to go**
 - **She does not have many experiences on online shopping**
 - **Pictures of the products, where the shop is and prices**

User 8: **Spender**

BASIC DEMOGRAPHICS

1. Which best describes your age range? (below 18, 18 - 25, 26 - 30, 31 - 50, above 50)
- **18 - 25.**
2. Where are you currently located? Is it near La Jolla blvd?
- **Mission Valley. 20 minutes driving to La Jolla Blvd.**
3. Have you heard of Smallgoods before?
- **No.**
4. Ever since pandemic, do you prefer buying food in-person or online? What are some factors that you would be concerned about if you have to shop in-person?
- f. **In-person.**
 - g. **Afraid of the product carrying virus on the way to the grocery store.**

GENERAL QUESTIONS

1. Use 3 adjectives to describe American made produce? What makes you think this?

- **Never noticed, rare, expensive.**
 - **Rarely care about the tag on product. Most products are made in China or made in Korean, etc. She bought an American souvenir before and she remembered it was too pricey.**
2. Have you ever been to a combination cheese cafe before? If not, would you ever want to explore these kinds of places? Why or why not?
- **No**
 - **Curious. Haven't been to such a place before.**

USER-SPECIFIC QUESTIONS

Spender

1. On average, how much do you spend on food per month?
 - **About \$800-1000.**
2. Do you prefer purchasing good food or purchasing good in-store experience while purchasing food?
 - **Good food.**
 - **It is not worth buying the experience.**
 - **Good food can make her ignore the environment.**
 - **When she was young, she lived around a bad environment with good food.**
3. Ever since the pandemic, how have you changed your buying habits?
 - **Buy more frozen food and convenient food more.**
 - **Ordered more to-go than before.**
 - **The frequency of going to grocery stores has increased for buying fresh vegetables.**
 - **Purchased more bread than before.**

WEBSITE-RELATED QUESTIONS

1. Have you ever visited a cafe website before?
 - **Yes.**
 - a. If yes:
 - i. When was the last time you visited it?
 - **2 weeks ago.**
 - ii. What were you looking for?
 - **Looking for seasonal special products/menus before drive through.**
 - iii. What was your impression of the website?
 - **Green (brand identity), clean, user-friendly, clear, unique interface design.**
2. Have you ever visited a website that sells cheese before?
 - **No.**
 - a. If no: in what circumstances that will make you look up a specific cafe website
 - **When she wants to use cheese for cooking.**
 - b. What would be some features you would want to see?

- **Cheese introduction, real product image, taste (salty, sour, smelly, etc.), cooking recipe/dishes.**

User 9: Refined Cafe Seeker

BASIC DEMOGRAPHICS

1. Which best describes your age range? (below 18, 18 - 25, 26 - 30, 31 - 50, above 50)
 - **26 - 30.**
2. Where are you currently located? Is it near La Jolla blvd?
 - **UTC. 15 minutes driving to La Jolla Blvd.**
3. Have you heard of Smallgoods before?
 - **No.**
4. Ever since pandemic, do you prefer buying food in-person or online?
 - **Online.**
 - a. If online, what are the factors you use to determine the online platform credibility?
 - **Ratings and reviews.**

GENERAL QUESTIONS

1. Use 3 adjectives to describe American made produce?
 - **Easy to breakdown; not good; do not buy them.**
 - a. What makes you think this?
 - **Bought American-made product before and it was broken so fast.**
2. Have you ever been to a combination cheese cafe before?
 - **No.**
 - a. If not, would you ever want to explore these kinds of places?
 - **Yes.**
 - i. Why or why not?
 - **Want to explore a new flavor combining coffee and cheese.**

USER-SPECIFIC QUESTIONS

Refined Cafe Seeker

1. How often do you go to a cafe? Why do you go to a cafe?
 - **1-2 per week. For coffee and the joyful atmosphere. Stay in a cafe for about 1 hour each time relaxing.**
2. Do you usually go alone or in groups?
 - **Alone.**
3. Which one is more important to you, the environment or the food?
 - **Food. The food has to be delicious. He needs to make sure that the price he paid is worthy.**
4. Do you have a specific cafe that you like?
 - **No.**

5. Do you have any specific requirements while choosing a cafe? (e.g. ingredient information, dietary restrictions, parkings, certain food or coffee beans, etc.)
 - **Good review. Coffee beans with description. Menu and price.**

WEBSITE-RELATED QUESTIONS

1. Have you ever visited a cafe website before?
 - **No. Only look at yelp.**
 - a. If no: in what circumstances that will make you look up a specific cafe website
 - **Rumor that saying this is a good cafe, or this place serves delicious food.**
 - b. What would be some features you would want to see?
 - **To-go ordering, menu, real images, history--where they from, why choosing their cafe.**
2. Have you ever visited a website that sells cheese before?
 - **No.**
 - a. If no: in what circumstances that will make you look up a specific cafe website
 - **When having a party.**
 - b. What would be some features you would want to see?
 - **Cheese description and images, to-go ordering, catering.**

Link:

- Figma link (persona) :
<https://www.figma.com/file/C78m31B3nvcuyi3Fj1uFUp/Smallgoods?node-id=0%3A1>
- Interview Response:
https://docs.google.com/spreadsheets/d/1z_v0rChT1GCKmyLFUOs8cKczBO0gHIX2Xzt6yCot7ag/edit?usp=sharing