Introduction:

“Thank you for taking the time to speak with me today. I’d love to learn more about your experience purchasing gifts on Etsy. This will help us better understand how we can inspire and encourage exploratory search behaviors on the platform. There are no right or wrong answers—just share your honest thoughts. Ready to get started?”

Section 1: Background & Shopping Habits\*\*

1. Can you tell me about your experience with Etsy? How long have you been using the platform? How often do you make purchases on Etsy? How often are they for gifts?

* Use etsy when need customized items, specialized
* Only use it to get other people gifts (100% of time)

2. When you purchased a gift for someone else on Etsy, what was the occasion (e.g., birthday, anniversary, holiday)? How did you decide to use Etsy for that particular gift?

* Birthdays, christmas occasionally
* What i'm looking for won’t be available in “traditional stores” cause custom

Section 2: Goals & Motivations\*\*

3. What were your main goals when looking for a gift on Etsy? (e.g., finding something unique, personalized, handmade) Why are these aspects important to you when choosing a gift?

* Find something personalized and unique; important because personalized gifts are similar value to something expensive

4. What inspires you when browsing for gifts? Do you tend to know exactly what you’re looking for, or do you browse for ideas? How do you typically start your search—by typing in specific keywords or exploring broad categories?

* Christmas; fuzzy socks, “warmer items”
* Start with topic friend is interested in; tv show, book

5. What motivates you to keep searching or exploring different products once you’re on the platform?

* Recommended for you feature

Section 3: Exploratory Search Behaviors

6. Can you walk me through how you explore and search for products on Etsy when you don’t know exactly what you want? Do you tend to browse through categories, use search filters, or rely on Etsy’s recommendations?

* Categories and search filters
* Start with keyword and go through categories

Section 4: Pain Points

9. Have you ever felt overwhelmed or frustrated when trying to find the right gift on Etsy? If so, can you share more about that experience? What would make the browsing and discovery process easier for you?

* Overwhelming when don’t know what you want but diversity is helpful when you don’t know

10. Are there any barriers or challenges you’ve encountered while browsing or exploring different products? For example, how do you feel about the number of options, search filters, or organization of categories?

* Item is listed but shop ends up being closed
* No way to filter items after searching

Section 5: Features & Suggestions\*\*

12. What features or tools do you find most helpful when searching for a gift on Etsy? Are there any specific features you wish Etsy had to help you discover gifts more easily?

* Gift mode is “promising”
* More product info (less with more)

13. How do you feel about Etsy’s recommendations and suggested products based on your previous searches or favorites? Do you find them useful, or do they limit your exploration?

* good

14. If you could design a solution to inspire and encourage more exploration on Etsy, what would it look like? What would help you feel more confident or excited about discovering new items?

Conclusion:

15. Is there anything else you’d like to share about your experience shopping for gifts on Etsy or how we can make the search and exploration process more enjoyable for you?

“Thank you so much for your time and valuable insights! This will really help us improve the way Etsy users like you discover and explore gifts on the platform.”