

# User Research Interview Summary

To understand what features will help features in exchanging, buying and selling books in campus community, we do 3 round of interviews with student in UW (freshman - graduate)

## Interview Questions (Round #1 & #2)

1. If you were talking with a seller about a textbook and you are trying to decide whether you want to buy the book, what information would you ask the seller about?
2. What factors are most important for buyers? Does this change between books? (list important factors, then choose from remaining list; rank each 0-5)
3. Given your priorities when finding a textbook, how would you like to search for a given textbook? (open ended)
4. How do you want the list of books you want to be populated? Would you rather have your "wanted" list be automatically populated by connecting to myUW (and then verify), or manually populate this list?
5. What is the ideal way to establish price? (set price, seller sets price, suggestive price, etc.)
6. Is there any room for negotiating price with seller?
7. What quality that is important (physical integrity, writing, etc.)?
8. Do you want to see a picture of the book? Would that be enough to gauge quality?
9. Are you willing to share the building you live in and/or where you are likely to be found during the day (this would be used to provide some sense of proximity between buyers/sellers)
10. Are you willing to walk across campus just to get a book? Why or why not?
11. What would give you a sense of how reliable a seller is?
12. Any other comments, suggestions, thoughts?
13. Do you think communicating with the seller (via email or messaging) is important to the transaction?

## Interview Questions #3

1. How do you go about choosing where and how to buy books?
2. As a buyer, what characteristics about a textbook do you want to see up front, before you even talk to the seller
3. As a seller, would you be willing to fill all of that information out?
4. How would you like to search for textbooks?
5. How would you like to view/order search results?
6. As a seller, how would you like to post a book?
7. Would you want the list of books that you need to be populated manually, or would you be ok with manually entering them?
8. What is the most ideal way to establish the price of a textbook? Is this different for a buyer and a seller? What are the benefits and drawbacks of allowing negotiation?
9. Should a seller be able to negotiate with multiple buyers and likewise should buyers be able to reach out to multiple sellers at the same time? Or should buyers and sellers connect one-on-one at a time
10. What is the best way to know whether a seller is reliable?

11. Would you want to receive notifications about buying and selling textbooks? Or maybe if a book you want is now available? What would you want to receive notifications about?

## Research Result

Whether there is writing in the book determines the quality. Structural Integrity isn't as important	
Condition means 1) whether it is marked up and 2) physical condition	
Want to know if the any media or access codes associated with the book are still intact	
Want to know details about the book edition	+++
Comparison between price and quality is the dominant decision factor. Want to filter by price and quality	
Automatic vs. manual needed books: Most people want to link with myUW and confirm books they want, but manually adding books should be the base case	
Seller should set price, but suggested price would be nice. Sellers want to compare to what other books (both on the app and online) are selling for. Any way to make deciding what to sell for easier is helpful	+++
Would be nice to see pictures, not mandatory though	+++
People are OK with sharing building for convenience/proximity	
But, people are OK with walking across campus to get a book they need	100%
Reliability: whether seller's description matches what they have. Want to hear from previous buyers	
As a seller posting a book: Want a straightforward form so it is clear what information is needed. Option to take picture.	
Seller rating: people seem ok with 5-star rating, some want to see it broken down by things like whether the item they sold matched the description, speed, etc.	
Notifications: helpful to see notifications about activity, want options to control what they are notified about	
Largest point of contention is whether negotiation (open market) should be allowed. Tradeoff between simplicity/assurance and flexibility/competitive market	

Features	
May want to be able to search by ISBN#, specific to edition	
Would want to find people who have multiple books you need	
May also want to search by class SLN #	
Long term: use data to show prediction of how quickly or whether a book will sell at a given price	
Design: badge concept "best price", "high rated seller", "same building"	