

Interview Guide: Community Group-Buying

Introduction

Interviewer: "Thank you for taking the time to participate in this interview. Today, we want to understand your thoughts and preferences regarding community group-buying, which can help us better tailor a platform to meet your needs. There are no right or wrong answers, and your honest opinions are appreciated. This interview will take around 10-20 minutes, and with your permission, we would like to record it for accuracy. Are you comfortable with that?"

Questions

1. Buying Preferences

Interviewer: "If you are asked to buy items using community group-buying, which types of goods are you more likely to buy? Here are some categories to consider: Fruit & Veg, Bakery, Poultry, Meat & Seafood, Deli & Chilled Meals, Dairy, Eggs & Fridge, Snacks & Confectionery, Freezer, Drinks, Beer, Wine & Spirits, Electronics, and others. Can you explain why you chose these categories?"

Possible Follow-up Questions:

- "Are there any specific items within these categories that you frequently purchase?"
- "Are there any categories that you would avoid in group-buying? Why?"

2. Willingness to Participate

Interviewer: "If there is an opportunity for you to buy things cheaper, would you be willing to participate in group buying to get a discount? Why or why not?"

Possible Follow-up Questions:

- "What are your main motivations or concerns when considering joining a group-buy?"
- "Have you ever participated in a group-buy before? What was your experience?"

3. Important Factors in Choosing a Platform

Interviewer: "What factors do you value most when choosing a group-buying platform? Please explain in detail why these factors are important to you."

Possible Follow-up Questions:

- "How important are factors like price, quality of goods, user experience, customer service, and community trust?"
- "Would you prefer a platform that focuses on a specific type of product, or one that offers a wide variety?"

4. Ideal Group Buying App Features

Interviewer: "If you could design an ideal group buying app, what functions and features should it have? Please describe these functions in detail."

Possible Follow-up Questions

- "How would you like to be notified of new deals or groups forming?"
- "What kind of payment and order tracking options would you expect?"
- "Would features like chat support, reviews, and ratings influence your decision to use the app?"

Conclusion

Interviewer: "Thank you for sharing your insights with us today. Your feedback is incredibly valuable and will help us design a better group-buying platform that meets your needs. Do you have any final thoughts or suggestions that you'd like to share?"