Interview Consumer Joy

*Voice to Text*

**Time:** 13th Aug 2024

**Location:** Campbell

**Interviewer:** Xuanrui Zhou

**Interviewee:** Joy (Tianjie Xie)

**Interview process:**

*Before interview, I have already asked Joy to read and sign the Inform Consent Form.*

**Interviewer:** Okay, 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 minutes and with your permission, we would like to record it for accuracy. Are you comfortable with that?

**Joy:** Yes, I'm totally okay with it.

**Interviewer:** All right, let's begin our official interview. Okay, the first question, 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, vegetables, bakery, and others. Can you explain why you choose these categories?

**Joy:** I think I'd like to buy fruit and vegetables because they're necessary in my life, and I'd like to buy them in a lower price if we're a group. But I think if you're buying these things as a group, it's more likely to have a lower price on that. And I also like to buy meat and seafood because these things can be expensive if you buy them individually.

**Interviewer:** Yes. And these things can also be easily cooked and very delicious. So, are there any specific items with these categories that you frequently purchase?

**Joy:** I think I just buy regular fruits and vegetables like bananas, apples and blueberries, they're just regular.

**Interviewer:** It seems you are a fruit lover!

**Joy:** Yeah, I'm a fruit lover, I frequently buy fruits. I went to supermarket once a week and I'll buy fruits almost every day. I have to eat fruits, so it's necessary.

**Interviewer:** Yeah, it's necessary for us to eat fruits in our daily life and so if there is an opportunity for you to buy things cheaper, would you be willing to participate in your buying to get a discount? Why or why not.

**Joy:** If I can get a discount, why not? I mean, I can't think about the reason why I don't want to get a discount.

**Interviewer:** Yeah, with the cheaper price, but the same goods.

**Joy:** Yeah, if they're in same quality, lower price is very, I mean, it's like it's, I won't hesitate to think.

**Interviewer:** Yeah, you can just go in, join the group buying and buy the same thing with the cheaper price. And what's your main motivations or concerns when considering joining a group buying? Why?

**Joy:** I think joining a group buying is helpful for me because sometimes I got trouble like selecting the goods I want to buy. I can tell what is good and what is bad, it's hard for me to pick the thing with a good quality. But if I join a good buying thing, I think I can get advice and suggestions from all the people we're buying together.

**Interviewer:** Yes, you don't need to consider, if this is a good option to buy or looks tasting but is not really good for you to eat.

**Joy:** They can suggest me like, I have bought something last weekend. I think it's very really delicious.

**Interviewer:** And I suggest all of you to buy it.（laugh）

**Joy:** But I have some concerns like, I have to know if this person I'm buying together is if I can trust them.

**Interviewer:** Yeah, about trustful.

**Joy:** Yeah, we have to be honest about this

**Interviewer:** Yeah, yes, it's very important for our project, this is a really good advice and, what factors do you have value most when choosing a group buying platform and please explain in detail why these factors are important to you.

**Joy:** First, price, yes. Since i'm joining just for lower price and secondly, the accountability. I mean, if this platform is responsible for the group buying, if I bought something and there's something went wrong, I can find someone to feed back and can find someone to complain or something .

**Interviewer:** And maybe you set category to just monitor this founder, and to ensure all of the buyers to get the higher quality, but the cheaper price.

**Joy:** Yeah.

**Interviewer:** And how important are factors like price quality of goods, user experience, customer service and community trust. What do you think is the most important for our group buying app?

**Joy:** Well, I think, community trust and quality of goods is important if you have community trust and quality of goods. I mean, if you don't have these things, even if you got a very low price like even lower than some competitors. People won't trust you and they won't buy your goods.

**Interviewer:** Yes, I agree. So, last question, if you could design an ideal group buying app, what functions and features should it have? Please describe these functions in detail. Just give us some suggestions, what do you think a good group buying apps should have?

**Joy:** I think function, it should be easy to search for the items I want to buy if I want to purchase something, but I can't find it in the categories like, oh, I don't want to make the effort to do it. And I think it should be functions. I think it can let us to get easier communication with the.

**Interviewer:** Founder.

**Joy:** Yeah. And also, the people I'm buying with, or maybe not. I think I'm, I don't even, I don't need to know the detail about it. You just buy, we just, we just click an buy, we just have a button here and say buy this with another group of people, but everyone has their credit. It's trustful. I know that the functions and features should it have, and I think it should be remind me of all the discount, like you can remind me of something like, this thing is on sale by this and I often feel like, oh, I got a suggestion I got something!

**Interviewer:** And what kind of payments and order tracking options would you expect?

**Joy:** To pay in card online. Online, it's convenient, very convenient order tracking options. It would be better to see where my orders to see you in the delivery messages. I think if there are like fruits or vegetables, fresh food, they should be delivered really quick.

**Interviewer:** It needs to be really quick. Yeah, for users to see this state of delivery. And I think you can more trust in this app, just to see where is it, how is it, how many time it may take before you receive your goods ?

**Joy:** In case that I bought a meat, but when it (delivered), when it's in my house, it's already bad.

**Interviewer:** Pay the cheaper price for goods but we finally receive something already bad. It’s really annoying.

**Joy:** Yeah.

**Interviewer:** Okay, I think that's all. Thank you for sharing your insights with us today. Your feedback is incredibly valuable and will help us to design a better buying platform that meets your needs. And do you have any final thoughts or suggestions that you'd like to share before we end our interview?

**Joy:** I think you can expand your categories, maybe we can do some group buying things like movie tickets.

**Interviewer:** Oh, movie tickets!

**Joy:** Some activity tickets. We can buy some if you can get the founders to join.

**Interviewer:** Just expand our goods categories, not just focus on something to eat.

**Joy:** We can find some things like tickets, tour, movies. People would love to buy like maybe there's an activity and maybe they at first they don't want to join this activity, but they saw there is a lower price and the ticket they may just want to do that .

**Interviewer:** Just I’m free at that time. (laugh)

**Joy:** Yeah, and such a low price and I can go with a lot of people together. (laugh)

**Interviewer:** Okay, thank you very much to join our interview today.

**Joy:** Very happy I can help.