Interview Consumer Ricardo

*Voice to Text*

**Time:** 14th Aug 2024

**Location:** Flalalah

**Interviewer:** Xuanrui Zhou

**Interviewee:** Ricardo

**Interview process:**

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

**Interviewer:** Okay. It seems start recording. So, let's begin our official interview. And 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 come forward that?

**Ricardo:** 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?

**Ricardo:** I would choose first bakery. Yeah. I think it's because of the convenience of how easy it is. You don't have to do much on it.

**Interviewer:** Yes. It is convenience for us to just cook and eat very convenient to feed our belly. All right, I wake up in the morning just to hit the bread and eat it and go to school. It's very convenient for us. Yeah. Yeah, I totally agree. And are there any other categories that you would like to avoid in goodbye? Why?

**Ricardo:** I think I would avoid fruits that is personal affairs. I really don't like them like if I want to have a snack, I get a snack like a chip or something. Yes.

**Interviewer:** But maybe in your buying, you can just buy the same snacks but lower price. You can save some money.

**Ricardo:** Yeah. Yeah, that's true.

**Interviewer:** But I think you still want to avoid this right?

**Ricardo:** Yeah, usually I do

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

**Ricardo:** 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:** I understand. When you just shopping in the market, you just think I want to eat it and I just pick it up. It's more convenience for us to just pick the snacks on the market. Through shopping I want to eat it. I don't want to waste my time to just when in the community group buying to see what's this if I really want to eat it or not, right?

**Ricardo:** Yeah.

**Interviewer:** Okay. And 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?

**Ricardo:** Yes. On one side, I think I would do it because it's cheaper. On the other way, I would say how much food it is, because I’ve had it before that I usually try to buy like the amount of food. But since I'm only living like alone, I don't get to finish that. So, they go to the list. I don't actually end up saving in that case, but depending on how big the amount is seen.

**Interviewer:** So, and have you ever have some experiencing participate in your buying before? And what about your experience?

**Ricardo:** Group buying, but I think it's just when you were like bigger amounts of food or cheaper products, right?

**Interviewer:** We bought the goods once for a large amount of number, and the merchant will give us discount and individually, they will buy things cheaper.

**Ricardo:** I've done it before, but I usually try to move towards food that I know. So usually like, for example, with snacks that they last like a longer period, I would buy them like a large amount of snacks together. Some item, I really love it. I don't want to have this today. I just don't buy it until when it is cheaper. Just like the same time I always to save. It has the discount in words of callers. If it has discount, I just bought, without hesitation, I just buy it. You end up eating it in one day.

**Interviewer:** Yeah, I once just buy a boxes of timtam about 12 or more pieces. With the timtam and my whole room is full of it. Yeah, and I haven't eat all of them. But it has discount. And I will eat it for some day, eventually. Anyway, I will eat them, I just buy them in a discount. It is my personal experience. And what factors do you value most when choosing a group buying platform? And can you explain in detail why these factors are important to you?

**Ricardo:** So, we do think, as he said before, I think the most important factor would be the past year or to date that the food goes to waste. Yeah, that we are most important one taken is the type of food, for example, if it's bakery, I know it can finish it fast because it's convenient. For example, if it's meat, I try to calculate it a bit better. Yeah, I'm going to see like maybe some friends or some friends coming over in the Thai, Spain or India.

**Interviewer:** Yeah. There are some factors like price, quality of goods, user experience, customer service, and community trust. What do you think in these factors? They are the most important.

**Ricardo:** I would say community trust.

**Interviewer:** Can you explain why?

**Ricardo:** I don't know it's like if you trust a provider and you trust it.

**Interviewer:** trust is all the things start, right? I really agree if you do not trust the founder, I will not buy it. No matter how cheaper the thing is. Last question, if you could design an ideal group buying APP, what functions and features should It has, please describe these functions in detail.

**Ricardo:** I think, like the biggest one would be, maybe choosing your own if it's possible for the user to choose like the set of like a food, and things that he wants to buy. Yeah. Like if you could create like a package of meat and bakery, like armory.

**Interviewer:** You can just put them together in one item, you can just add bakery and meat and vegetables. And you can buy them in one time and only just to click once. Is that what you mean?

**Ricardo:** Yeah.

**Interviewer:** I get it. I think it's a very good idea for us to create this. I don't think anyone has done it before. I think it's a very great idea you don't have to let the people to select what he actually needs. We can just put in one basket. About bakery, what’s the vegetables, what’s the meat… They don’t need to decide what's the brand. It's really noisy for people to decide. I'm really a hard decide man. If there are two items, put it in front of me. And I really don't know which one to buy. It's really hard for me to pick one.

**Ricardo:** Yeah, you can see that.

**Interviewer:** So we just offer them an option. You can just buy them together.

**Ricardo:** Yeah, it's really great.

**Interviewer:** How would you like to be notified of new deals or groups forming?

**Ricardo:** Through the APP, I guess, Through an application like a notification for me.

**Interviewer:** We really want to build an APP for the community group buying to notice some new deals. That's why we have today's interview. Actually. (laugh)

**Ricardo:** That sounds it's a very good idea.

**Interviewer:** So that's all for today's questions. And thank you for sharing your insights with us. Your feedback is incredible, valuable, and will help us to design a better group buying platform that meets your needs. And do you have any thoughts or suggestions that you'd like to share before? We officially and add up this interview?

**Ricardo:** No, just all.

**Interviewer:** Again. Thank you very much again for attending this today's interview. **Ricardo:** Perfect. Thank you! Bye.