Contextual Interview Guideline

Date:	Interview Place:
Name:	Gender:
Age:	Marital status:
Occupation:	Education:
Hobbies:	
Note:	

Get an overview about the user, user interests, and the technology skills:

1. Tell me a bit about you and your background?
2. How often do you do online shopping?
3. Do you use social apps? If so, can you show me some of the apps you are using?
4. What devices do you use when you do online shopping? Why do you like to use the devices for online shopping?
5. What is the most difficult/challenging/annoying aspects of online shopping, in general?
6. Can you share me with your online shopping stories/experience?

Observing users' goal, attitude and motivation about online shoes shopping:

7. Have you ever bought shoes online? If so, which websites do you use? Can you show me?
8. (If the interviewee is female) Have you ever checked/bought male shoes online?
9. If the interviewee has never used a website for buying shoes, ask why does he/she not choose to use an online web shop for shopping shoes.
10. If the interviewee has used a website for buying shoes, ask the interviewee which website he/she use, and why use that website?
11. What do you especially like about the shoe website?
12. What do you dislike about the show website?
13. What could make that website even better?
14. What kinds of online shoe shop do well in your opinion? Why?
15. What is your biggest concern about buying shoes online?

Observing user's online shopping behaviours and stories:

16. Can you show me how do you use the website for buying shoes?
17. Can you show me how to you make and pay for an order on that website?
18. Why do you prefer this purchasing method over the others?
19. How do you find the shoes you want to buy on the website? Can you show me?
20. Can you share with me your experiences with the website?
21. Where do you do the online shopping for shoes? For instance, at home, or on your way to work/school?
22. When do you do online shopping for shoes? For instance, during weekend or during the night?
23. What is the most difficult/challenging/annoying aspects of buying shoes online?

Interview Ending

24. Is there anything you want to share?
25. Is there anything you want to ask?

Personas

Name: Knut Gender: Male Age: 42 Occupation: Consultant Marital status: Married Education: Master's in Law	Knut is a 42-year-old consultant. Having worked as a professional for 15 years, he is a senior with a tight schedule, a busy man who likes to plan things in advance. Knut is not particularly tech savvy, beyond using office programs at work. He also has limited time to surf the web, as a married man with children and a busy career, and takes no interest in social media. When he does go online, he usually does so to check news and his email. However, occasionally he will go online for shopping, since this is convenient and allows for easy comparison of products. He shops with a clear goal in mind, rarely getting distracted by flashy promotions.

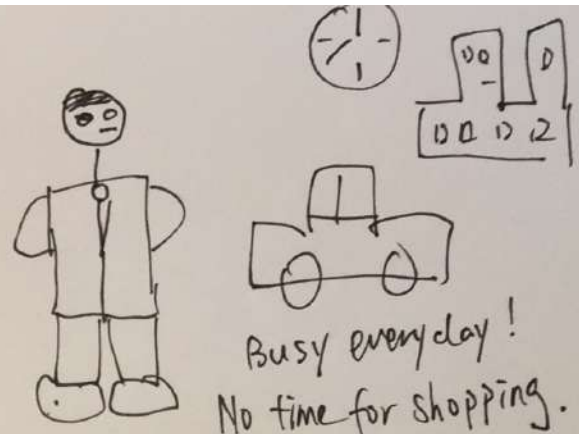
Name: Lasse Gender: Male Age: 28 Occupation: Student Marital status: Single Education: Pursuing a Bachelor's Degree	Lasse is a 28-year old fashion oriented student. He spends a lot of time online, and particularly takes an interest in looking for clothes and accessories for himself. Often he will spend hours browsing store websites without the intention of buying anything, but rather to get inspired. Lasse has no problem navigating the web and is very tech-savvy, having played online games and building computers since secondary school. He mostly browses on his desktop computer but will also stay online with his smartphone. As a student, he pays close attention to the price tag and is always on the lookout for a good sale.

Name: Sofia Gender: Female Age: 23 Occupation: Student at OsloMet Marital status: Cohabitant Education: Bachelor in Cultural Studies	Sofia is a 23-year old Master's student who has used the Internet actively since secondary school. She is a multi-device user, alternating between her smartphone, Macbook and Ipad, always making sure she is online and updated. Sofia likes to get inspired through Instagram and other social media, and will often click on tempting advertisements. While she enjoys shopping for herself, she will frequently browse the web for small gifts to her boyfriend and her family.

①

Knut's shoes are getting worn out

②

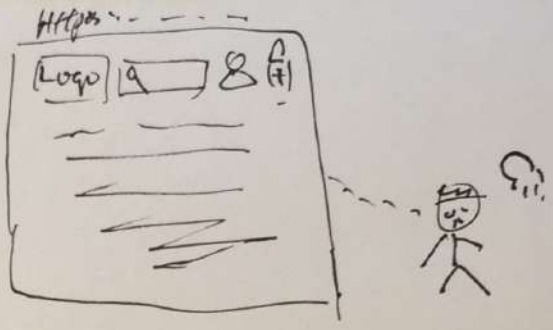


Busy everyday!
No time for shopping.

③

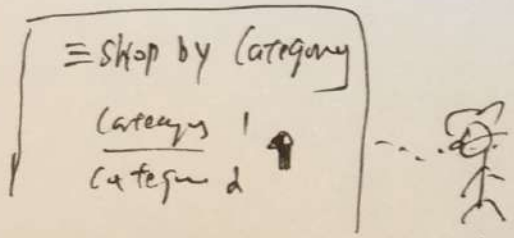
Looking for a pair of shoes through Google.

④



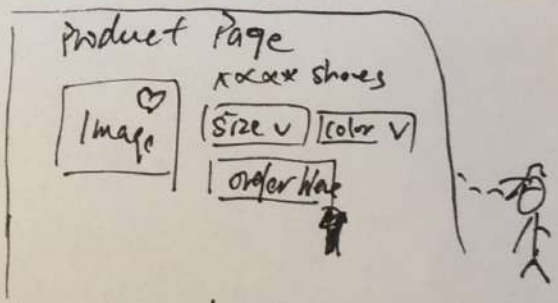
Finds the webpage.

⑤



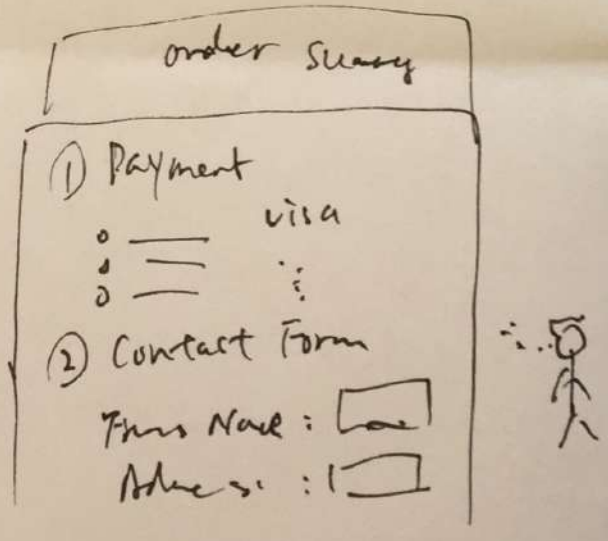
Clicks on the category he is interested in

⑥



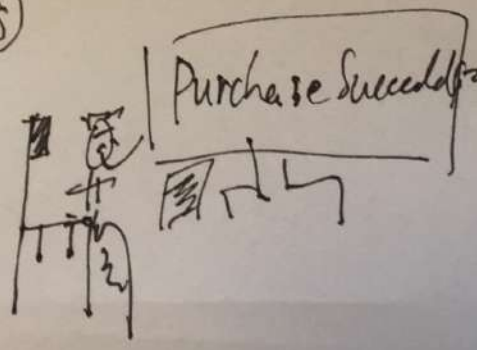
Finds the product, clicks ~~on~~ make an order

⑦



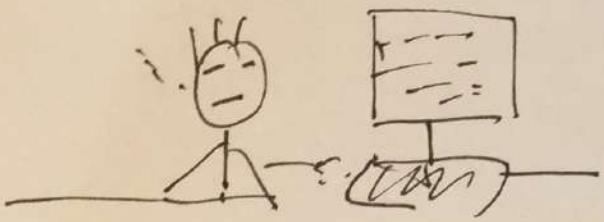
Complete the payment form

⑧



Payment succeeded.
Looking forward to the new pair of shoes.

1) On a lazy afternoon, Lasse is browsing the web.



2)

He discovers a great deal on shoes.

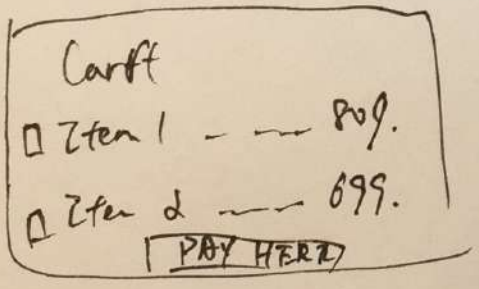
3)

Caculating his budget

4)

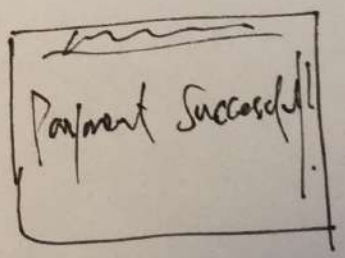
The Quality looks great for the Price.

5)



He chooses (added two pairs to his cart

6)

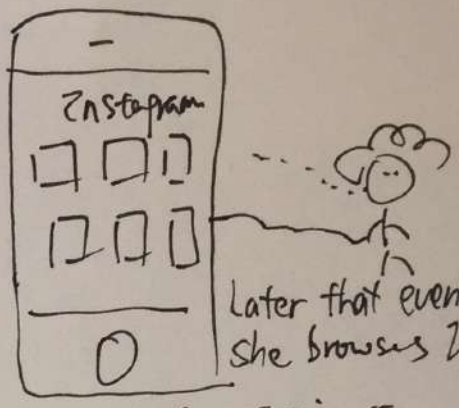


clicks and paid!
Happy Ending!

(1)

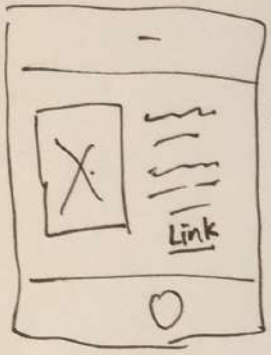
While at a party, Sofia notices that her boyfriend could use some nicer shoes.

(2)



Later that evening, she browses Instagram for inspiration

(3)



She comes across a pair of shoes from Letha. So she follows the link to the page through her phone

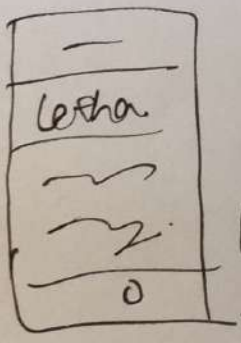
(4)

She adds a pair of shoes to her wishlist.

(5)

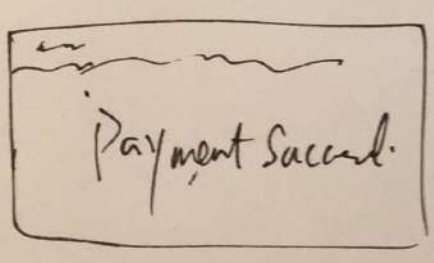
Christmas comes, and she remember her wishlist at Letha.

(6)



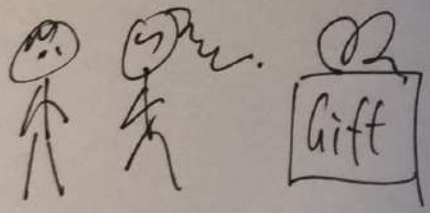
She logis in to Letha's page and finds her wishing List, using her Iphone.

(7)



So she makes an order.

(8)



Happy ending!