

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 shoe 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?