#### ****1. Objectives of the Interview****

The purpose of this interview is to gather information about users’ needs and experiences to design a simple, user-friendly cosmetic e-commerce website.

The specific objectives are:

* To identify user behavior and expectations when purchasing cosmetics online.
* To understand current difficulties users face with online cosmetic shopping.
* To define functional and non-functional requirements for the website (login, product search, cart, checkout, reviews, and support).
* To determine which features and interface styles users find most important.

#### ****2. Interview Scope and Target Participants****

The interview focuses on:

* Regular online shoppers of cosmetics (ages 18–35)
* Potential users who buy from both e-commerce and physical stores
* Sales or marketing staff from beauty brands

Each interview will last about **30 minutes**, conducted either online via Google Meet or in person.

#### ****3. Interview Strategy****

The Pyramid Structure is applied in this interview.

The interviewer will start with specific and closed-ended questions to make participants comfortable and gather basic information, then move to semi-open and open-ended questions to explore deeper insights, opinions, and motivations.

This structure is suitable when interviewees need time to warm up before sharing more personal or detailed feedback.

1. **Preparation Tasks**

| **Task** | **Description** |
| --- | --- |
| Identify interviewees | Select 3–5 participants representing the target audience. |
| Prepare materials | Create question list, consent form, and brief project introduction. |
| Schedule interviews | Arrange suitable times and meeting links. |
| Record responses | Take notes and record audio (with permission). |
| Summarize findings | Organize results for requirement analysis. |

#### ****5. Expected Outputs****

* Key user needs and problems in current cosmetic shopping.
* Prioritized website features (essential vs. optional).
* Insights on design preferences (layout, colors, usability).
* Data to support the functional and non-functional requirements of the new website.