1. **Interview Session Overview**

**Interview Purpose:**

To collect user feedback and expectations for the design and functionality of a cosmetic e-commerce website.

**Interviewee Profile:**

Online cosmetic shoppers aged 18–35.

**Method:**

Online via Zoom or in-person (30 minutes per session).

**Strategy:**

Pyramid structure — start with detailed, simple questions and gradually open up.

1. **Interview Flow**

| **Stage** | **Question Type** | **Example** | **Objective** |
| --- | --- | --- | --- |
| Opening | Closed-ended | “Do you often buy cosmetics online?” | Warm up, gather factual info |
| Middle | Semi-open | “Which features are most important when buying cosmetics?” | Understand user needs |
| Ending | Open-ended | “How would you describe your ideal online cosmetic shopping experience?” | Collect insights and ideas |

1. **Interview Questions (15 Questions)**

| **No.** | **Question** | **Type** | **Purpose** |
| --- | --- | --- | --- |
| 1 | Do you often buy cosmetics online? (Yes/No) | Closed | Identify shopping frequency. |
| 2 | Which platform do you usually use (Shopee, Lazada, brand websites, etc.)? | Closed | Determine where users shop. |
| 3 | What payment method do you use most frequently? (COD, e-wallet, bank card) | Closed | Identify preferred payment options. |
| 4 | What problems have you experienced when buying cosmetics online? (Wrong product, slow delivery, not reputable...) | Closed | Identify user pain points. |
| 5 | Do you read product reviews before purchasing? | Closed | Determine trust behavior. |
| 6 | Which factors influence your choice of website (Price, brand, reputation, delivery, reviews)? | Semi-open | Identify key decision factors. |
| 7 | What type of product information do you expect on a product page? | Semi-open | Understand content needs. |
| 8 | How important is website design and layout in your decision-making? | Semi-open | Collect UI/UX preferences. |
| 9 | Would you like the website to recommend products based on your skin type? | Semi-open | Explore personalization needs. |
| 10 | How do you feel about receiving promotions or notifications via email? | Semi-open | Assess marketing features. |
| 11 | What makes you trust a cosmetic e-commerce website? | Open | Understand reliability expectations. |
| 12 | What do you expect from online customer service (chatbot, live support, etc.)? | Open | Determine service features. |
| 13 | How should a review system work to ensure transparency? | Open | Gather suggestions for review validation. |
| 14 | What should the website do to ensure payment security and privacy? | Open | Identify non-functional requirements. |
| 15 | If you could add one new feature, what would it be and why? | Open | Capture innovative ideas. |

**4. Expected Findings**

Users prefer clear product information, verified reviews, and simple checkout processes.

Main challenges include lack of trust, unclear delivery, and inconsistent product quality.

Popular features include personalized recommendations, promotions, and responsive chat support.

These insights will guide requirement definition and usability design.