

Product Research Interviews

Interview 1

Conducted by Jakob Kerin-Bird

Q: So the first question is, what age group are you in out of the options?

A: I'm 20, so 18 to 20.

Q: Yep, are you an international or domestic student?

A: Domestic.

Q: And when buying something, for any reason, has your card ever been declined?

A: Yeah, when I have insufficient funds.

Q: Have, just in general, you noticed the price of things going up?

A: Yeah, I would say so.

Q: So like last year?

A: I guess so. I mean, obviously, I would say the natural load around is that things are getting expensive. I wouldn't say I've indirectly noticed direct products increasing, but I do feel the sense of rising prices in more areas, I guess.

Q: Just general, yeah, fair enough. Do you use any sort of tools to manage your daily budgeting, be that apps or personal budgeting?

A: I don't use anything, it's all just kind of about keeping an eye on it.

Q: And in your day-to-day life, do you find yourself spending more for the sake of convenience?

A: Um, not particularly, no.

Interview 2

Conducted by Jakob Kerin-Bird

Q: So first question, what age group are you in out of the options?

A: 24.

Q: Are you an international or domestic student?

A: Domestic.

Q: Has your card for any reason been declined when trying to buy something?

A: Uh yeah.

Q: Have you noticed an increase in prices over the last sort of year?

A: Yeah, definitely.

Q: What sort of main expenses have you noticed increasing? Or has it just been across the board?

A: Pretty across the board, like, a lot of the bills.

Q: Do you use any tools to manage your finances, like be that personal budgeting or apps or anything?

A: Uh no.

Q: Would you be open to using an app to help save you money or handle your finances?

A: Maybe.

Q: And last one, just in your day-to-day life do you find yourself paying more for the sake of convenience?

A: A little bit, yeah.

Q: And would that be saving you time, saving you effort?

A: Yeah, like getting a cleaner or something.

Interview 3

Conducted by Michael Liu

Q: As a declaration, all the conversation will be transcribed, and the audio recorded will be deleted. Would that be okay with you? If not, I will delete this recording right now.

A: Okay, that's alright.

Q: What's your age to the nearest 5 years?

A: 20.

Q: How would you identify your gender?

A: Male.

Q: Are you an international student or domestic student?

A: International.

Q: Has your card ever been declined for any reason?

A: Yes, I once reached the limit of my credit card.

Q: Have you noticed an increase in the cost of living?

A: No, not really. Besides, I have only been here for two years; for this question, you should ask some local students.

Q: Well, that's true, thanks for your advice, I will take note. Next question, are you currently using any budget-saving or managing system?

A: No, not for me.

Q: In your day-to-day life, would you be willing to pay more for convenience?

A: Yes, why not. I often use Amazon and Uber Eats for more convenience; it saves you a lot of time.

Q: What sort of convenience would you give up to save some money?

A: Emm, groceries maybe, since it's way cheaper than online shopping.

Q: Okay, that's every question, appreciate your patience. Again, all the conversation will be transcribed, and the audio will be deleted.

A: Yeah, that's fine for me.

Interview 4

Conducted by Michael Liu

Q: As a declaration, all the conversation will be transcribed, and the audio recorded will be deleted. Would that be okay with you? If not, I will delete this recording right now.

A: I'm fine with that.

Q: Okay, first question. What's your age to the nearest 5 years?

A: In that case, I would say 20.

Q: How would you identify your gender?

A: Male.

Q: Are you an international student or domestic student?

A: International.

Q: Has your card ever been declined for any reason?

A: Well, if you mean credit card then no, I did meet the situation that my debit card was declined since my debit card doesn't work outside China.

Q: Have you noticed an increase in the cost of living?

A: Not really.

Q: Are you currently using any budget-saving or managing system, such as an app on your phone?

A: I wouldn't use that kind of app; it's too complicated. I do get a message telling me how much I have spent and the money remaining in my account every time I use my debit card.

Q: In your day-to-day life, would you be willing to pay more for convenience?

A: Yes, I would definitely want to order delivery rather than personally going to a restaurant.

Q: What sort of convenience would you give up to save some money?

A: Groceries, I would say.

Q: Okay, that's all the questions I have, appreciate your patience. Again, all the conversation will be transcribed, and the audio will be deleted.

A: You're welcome.

Interview 5

Conducted by Sizhe Tao

Q: What's your age to the nearest 5 years?

A: 23.

Q: What's your gender?

A: Female, of course.

Q: Are you an international or domestic student?

A: International student.

Q: Has your card ever been declined for any reason?

A: No.

Q: Have you noticed an increase in the cost of living?

A: Recently, yes.

Q: If so, what expenses have you noticed have been increasing?

A: Shopping for something that I don't need.

Q: Do you currently use any systems to budget/manage your finances?

A: I use Alipay to log my expenditure.

Q: If so, explain what systems you use (Such as budgeting apps, personal budgeting, etc.)

A: It's kind of a financial manager.

Q: If not, would you be open to using an app to budget/manage your finances?

A: Who could give me some suggestions in finance?

Q: In your day-to-day life, do you find yourself paying more for convenience?

A: Yeah.

Q: If so, what sort of convenience are you typically saving yourself for this cost?

A: Transportation.

Interview 6

Conducted by Sizhe Tao

Q: What's your age to the nearest 5 years?

A: 22.

Q: What's your gender?

A: Female.

Q: Are you an international or domestic student?

A: International student.

Q: Has your card ever been declined for any reason?

A: Yes. Some stores don't take Visa.

Q: Have you noticed an increase in the cost of living?

A: Yes.

Q: If so, what expenses have you noticed have been increasing?

A: Vegetables and fruits are getting more and more expensive.

Q: Do you currently use any systems to budget/manage your finances?

A: Yes.

Q: If so, explain what systems you use (Such as budgeting apps, personal budgeting, etc.)

A: I use Baishi bookkeeping.

Q: If not, would you be open to using an app to budget/manage your finances?

A: In your day-to-day life, do you find yourself paying more for convenience?

A: No.

Interview 7

Conducted by Sizhe Tao

Q: What's your age to the nearest 5 years?

A: 20.

Q: What's your gender?

A: Male.

Q: Are you an international or domestic student?

A: International student.

Q: Has your card ever been declined for any reason?

A: No.

Q: Have you noticed an increase in the cost of living?

A: Noticed.

Q: If so, what expenses have you noticed have been increasing?

A: I believe that the cost of living is rising in all aspects, such as food prices, utilities, and daily necessities, which undoubtedly increases the cost of living significantly.

Q: Do you currently use any systems to budget/manage your finances?

A: I usually use the Notes app on my iPhone to manage my budget.

Q: If so, explain what systems you use (Such as budgeting apps, personal budgeting, etc.)

A: It's just an app to take notes.

Q: In your day-to-day life, do you find yourself paying more for convenience?

A: No, I don't often pay extra for convenience because I don't think it's worth it.

Interview 8

Conducted by Lenikey Chrozwe

Q: Let's start. What's your age to the nearest five years?

A: I'm 25 years old.

Q: And what's your gender?

A: I'm female.

Q: Are you an international or domestic student?

A: I'm a domestic student.

Q: All right. Has your card ever been declined for any reason?

A: Yes, my card has been declined once due to a technical issue with the bank.

Q: Okay. Have you noticed an increase in the cost of living?

A: Yes, I've definitely noticed an increase in the cost of living, particularly in housing and groceries.

Q: Do you currently use any systems to budget or manage your finances? If so, explain what systems you use, such as budgeting apps, personal budgeting, etc.

A: Yes, I use a combination of a budgeting app called Mint and a personal spreadsheet to manage my finances and track my spending.

Q: Bravo! Now let's move on to the last question. In your day-to-day life, do you find yourself paying more for convenience? If so, what sort of convenience are you typically saving yourself

for this cost?

A: Yes, I often pay more for convenience, such as using meal delivery services to save time on cooking and taking rideshares for faster and more direct transportation.

Q: Thank you for your time.

A: You're welcome! Goodbye.

Interview 9

Conducted by Lenikey Chrozwe

Q: Okay, let's get started. First question, what's your age to the nearest five years?

A: I'm 20 years old.

Q: Great, and what's your gender?

A: I'm male.

Q: Are you an international or domestic student?

A: I'm an international student.

Q: Have you ever had your payment card declined for any reason?

A: Yes, my payment card has been declined before due to insufficient funds.

Q: Have you noticed an increase in the cost of living?

A: Yes, I've noticed an increase in the cost of living, especially in terms of rent and groceries.

Q: Do you currently use any systems to budget or manage your finances?

A: Yes, I use a budgeting app to track my expenses and manage my finances.

Q: Can you explain what systems you use?

A: I use a budgeting app called YNAB (You Need A Budget). It helps me allocate my income to different categories like rent, groceries, transportation, and entertainment. I also manually track my spending and adjust my budget as needed to ensure I stay within my means.

Q: In your day-to-day life, do you find yourself paying more for convenience?

A: Yes, I often pay more for convenience, such as ordering food delivery instead of cooking or taking rideshares instead of public transportation, especially when I am short on time.

Q: Alright, thanks for your time.

A: You're welcome!

Interview 10

Conducted by Lenikey Chrozwe

Q: Okay, so let's start from the first question. You can answer anything to the question as you wish. First, what's your age to the nearest five years?

A: 26.

Q: Okay, thanks for that. And um, number two, what's your gender?

A: Female.

Q: Are you an international or domestic student?

A: Before I was a domestic citizen, I had been an international student. But now I am a domestic student.

Q: Glad to hear that. Has your card ever been declined for any reason, like when you're paying for stuff?

A: Yeah.

Q: Okay. Next one, have you noticed an increase in the cost of living?

A: Cost of living? Not really.

Q: Do you currently use any systems to budget or manage your finances?

A: Not really.

Q: Okay, if not, would you be open to using an app that budgets or manages your finances?

A: No, my personality will not allow it.

Q: Okay. So, now let's move on to the last question. In your day-to-day life, do you find yourself paying more for convenience?

A: Yeah.

Q: So if so, what sort of convenience are you typically saving yourself for this cost?

A: Like savings?

Q: Yeah. What sort of convenience do you use to save costs?

A: I just like to spend money for not going outside for neither date nor busy life.

Q: Glad to hear that. Thanks. I really appreciate your patience.

A: Okay, no worries.