

## List of Questions for Survey

1. Which platform do you normally use?
2. How frequently do you shop online?
3. What do you prefer online platforms like flipkart and amazon or a local shop where you can go and buy products?
4. What features do you find most useful in a product search? (e.g., Filters, Sorting options, Image search)
5. What do you look in a product first - price description etc
6. Do you trust the reviews on a particular product?
7. Do you like to search a product using the search bar or like to look for them using filtering?
8. Will you like have a shopping cart to save products temporarily?
9. What is the most important thing you would look out for when looking for a product -  
Price  
Photo  
Description  
Brand
10. How would you rate the current customer experience and how often do you use it ?
11. What do you use to shop normally phone or laptop?
12. What are the important factors you would want when paying online

13. Do you do COD or pay online usually?
14. What level of detail do you expect us to provide after successful order placement- imp updates only or very detailed-specific updates??
15. Would you like to be provided with seller contact details on placing an order?
16. What are the two most important things you would want to change about the current online websites?