

Interview elicitation:

Question for the buyers to find out the requirements :

1)What is most important to you when searching for a product (e.g., price, seller reputation, reviews, product details)?

The primary factor influencing product selection was **price**. Customers were willing to accept a slightly lower product rating in exchange for a cheaper price. The decision-making process was mainly driven by a comparison between the product's price and its reviews.

2)How would you prefer to browse and discover products on the platform (e.g., categories, search filters, recommendations)?

The user wants two main features on the marketplace homepage:

- **Personalized Recommendations:** The site should display a section of products that are recommended to the user. These recommendations should be based on their past search history and previous purchases.
- **Advanced Filtering Options:** The product listings on the homepage should include a robust filtering system. This system must allow users to narrow down their search results using specific criteria such as **price range**, **star rating**, **number of reviews**, and **product quality**.

3)What payment methods do you typically use for online purchases, and what security features are most important to you?

here the users said they would use UPI like google pay or paytm, some said they would use cash on delivery if they did not trust the site or credit card, the security features they look out for The site must start with https:// , and also have two factor authentication.

4)What information is most helpful to you on a product page, and how do you prefer to view product images and descriptions?

#The users would like to have a few images of the product and also an in-depth description of the product and also they suggested if there was a way to ask questions to the sellers before buying the product to get more info on the product.

5)What kind of order tracking and delivery notifications would you find most useful after making a purchase?

#The users needed a proper real time map tracking, updates where the order has reached, an estimated time of arrival, and easy contact for customer service

6) How would you like to communicate with sellers if you have questions about a product or an order?

#Here they suggested that via direct message on the website itself.

7)What kind of support would you expect from the marketplace platform if you have an issue with a purchase (e.g., a return, a dispute)?

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Easy access: A clear and simple way to start a ticket or a return process, without having to dig through a FAQ or help center.

Prompt communication: Quick, clear updates on the status of my issue via email or push notifications.

A simple return/refund process: The ability to initiate a return, get a shipping label, and receive my refund without any complicated steps.

A clear dispute resolution path: If there's a problem with a seller, I want to know exactly what steps I need to take and what the platform will do to help.

8)Do you rely on customer reviews and ratings when making a purchasing decision, and how do you think they should be displayed?

Users wanted a clear star rating on the product on the search page, they wanted unbiased reviews and if they customer reviews would have images of the product posted by the customer, Or a verified purchase badge.

9)Would you be interested in creating wishlists or saving items for later, and how should this feature work?

Here the users said they wanted an cart option where they could add items for later purchase.

10)What kind of personalized features would enhance your shopping experience (e.g., personalized recommendations, a saved address book)?

Smart recommendations , a recently viewed section , saved preference, saved address , saved credit card info Are some the things the users wanted in the website