

# Empathize Phase Interview Questions

## Urusha

### **Persona 1: The Convenience Seeker**

1. What is your biggest challenge when it comes to shopping for everyday products?
2. How do you currently shop for products? Do you use any apps, and if so, which ones?
3. What are your expectations when you use a shopping or delivery app?
4. What frustrates you the most about visiting physical stores?
5. What factors influence your decision to trust a local shop or brand?
6. How important is fast delivery for you when ordering products online?
7. What features do you wish existed in shopping apps to make your experience easier?
8. Can you walk us through your ideal shopping experience using a delivery app?

### **Line of Thought:**

When interviewing, think about understanding the **challenges of a busy user** who values **convenience and efficiency**. Focus on exploring how they shop and what factors matter most in terms of **speed, trust, and reliability**. The goal is to understand what frustrates them about the current solutions and where improvements could make their experience smoother. You want to uncover **what they need from a delivery service** to save time and ensure they're getting products from **trusted local sources** without the hassle.

## Sandeep

### **Persona 2: The Aspiring Entrepreneur**

1. What challenges have you faced in taking your business online?
2. How do you currently handle deliveries and manage your logistics?
3. What are your biggest concerns about expanding your business digitally?
4. What kinds of tools or services would help make the digital transition easier for your business?
5. How do you manage product listings, inventory, and customer orders?
6. What frustrates you most about managing deliveries?
7. What kind of support or platform do you wish existed to help small businesses like yours go digital?
8. How do you see the future of your business once it's fully online? What's your vision?

### **Line of Thought:**

Approach the interview with the mindset of understanding someone who is **ambitious but constrained**. Focus on how they are trying to grow their business and the specific **struggles they face with going digital**. Dive into the barriers they face with technology, delivery logistics, and managing an online store. Your goal is to get a clear picture of **what tools or services they wish existed** and how they envision their business running more smoothly if those solutions were available. **Explore their frustrations** with current solutions and **what success would look like** for them.

## **Dev**

### **Persona 3: The Conscious Consumer**

1. How important is it for you to support local businesses?
2. What challenges do you face when trying to shop from local businesses online?
3. How do you currently compare prices across local shops?
4. What factors influence your decision to purchase from a particular store or brand?
5. What do you find most frustrating about finding local products online?
6. How important is price comparison when shopping for local products?
7. What features would you like to see on a platform that promotes local businesses?
8. Can you describe your ideal experience when shopping for local products online?

#### **Line of Thought:**

The key here is to understand a **conscious consumer** who values **supporting local businesses** but struggles to find **convenient ways to do so online**. Focus on exploring the **barriers they face in finding local products** and comparing prices, and their **thought process when making purchasing decisions**. You want to empathize with the **desire to support local commerce** and uncover what would make their experience easier, such as a **platform for local shop visibility, price transparency, and sustainable shopping options**.

## **Ameya**

### **Persona 4: The Established Local Vendor**

1. What challenges do you face with managing deliveries for your business?
2. How do you currently manage your logistics and deliveries?
3. How has unreliable delivery impacted your customer satisfaction?
4. What kind of delivery services are you currently using, and how do they meet your needs?
5. What would an ideal delivery solution look like for your business?
6. What other pain points do you experience in running your business online?
7. How important is delivery speed and reliability for your business's success?
8. What improvements do you think would help streamline your logistics and increase customer satisfaction?

#### **Line of Thought:**

For this interview, you need to understand the **struggles of a small business owner** who is **losing customers due to unreliable delivery services**. Focus on how they manage their logistics and the **frustration of not being able to meet customer expectations** with their current delivery solutions. You should also explore their **need for a reliable, affordable delivery service** and how that would help them retain customers and grow their business. Your goal is to uncover **how logistics and delivery impact their customer relationships** and what their **ideal delivery process** would look like.