# **Alexandrine Branchaud - March 31**

[**VIEW RECORDING - 20 mins (No highlights)**](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB)

[@0:00](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=0.92) - **Yael Morris (Decode Insights)**

Hello there. This meeting is being recorded. Hi.

[@0:07](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=7.3) - **Alexandrine Branchaud (mail.mcgill.ca)**

I'm good at yourself.

[@0:09](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=9.28) - **Yael Morris (Decode Insights)**

I'm good.

[@0:10](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=10.34) - **Alexandrine Branchaud (mail.mcgill.ca)**

You're based in Quebec. Yes I am.

[@0:13](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=13.16) - **Yael Morris (Decode Insights)**

I am from Toronto.

[@0:15](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=15.02) - **Alexandrine Branchaud (mail.mcgill.ca)**

Oh, so you're not that far?

[@0:17](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=17.28) - **Yael Morris (Decode Insights)**

I actually am that actually I'm very, very far. I'm from Toronto, but I'm in Tel Aviv.

[@0:25](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=25.38) - **Alexandrine Branchaud (mail.mcgill.ca)**

Oh, okay.

[@0:27](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=27.02) - **Yael Morris (Decode Insights)**

Yeah, so that's different. Very different. So yeah, this is a third party customer interview. I am not part of the floor, but the floor is a client of mine and we're connecting these interviews to get some feedback, to improve the product, understand what you love about the product, and make sure that all needs are met.

It's a chimney bible. So I guess my first question to you is, how did you first discover the floor?

[@1:06](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=66.42) - **Alexandrine Branchaud (mail.mcgill.ca)**

Well, actually, I think I saw an advertisement for one of their bags on the, it was probably on Facebook or something, and it was a Kickstarter for one of their new models that was coming out over a year ago.

And I love this tile, I have to admit that I really like this tile of that specific bag. And at that moment, I was in the market for a couple of hundred dollar bags, so I just put it on hold, and since then I've been looking at their site and looking at what they have to offer, and trying to see if it's worth it or not.

[@1:48](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=108.48) - **Yael Morris (Decode Insights)**

Okay, so what did you follow?

[@1:51](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=111.6) - **Alexandrine Branchaud (mail.mcgill.ca)**

So you fell in love with the style? Yes.

[@1:54](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=114.12) - **Yael Morris (Decode Insights)**

What about the style?

[@1:56](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=116.24) - **Alexandrine Branchaud (mail.mcgill.ca)**

Well, it's the Doc Quinton, I'm not sure how they say that, Doc Quinton. any in French, I guess, I'm not sure.

It's one of their like per slash work bag that you can do a lot of things. And everything about the style I liked.

It was in Cork. It was like a doctor bag. So with the metal frame on it. And there are a lot of accessories that you could customize and spacious for a laptop and all this stuff you need in your bag.

So all of that made it very interesting to me.

[@2:31](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=151.28) - **Yael Morris (Decode Insights)**

Amazing. When you say you weren't in the market for it in the past, what do you mean by that?

[@2:37](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=157.82) - **Alexandrine Branchaud (mail.mcgill.ca)**

For the price of it. Because it's quite an investment. And I think it's important five hundred Canadian dollars. So it's quite a lot to pay for a bag.

So you need to really be sure of what you what you're getting and what you want. So at that specific moment of over a year ago, I didn't have that in the budget.

So, yeah.

[@3:01](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=181.9) - **Yael Morris (Decode Insights)**

Okay. You don't want me asking what you do work.

[@3:08](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=188.1) - **Alexandrine Branchaud (mail.mcgill.ca)**

Just so like in person, the context. don't need to know. I'm a manager in a law firm.

[@3:15](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=195.88) - **Yael Morris (Decode Insights)**

I do the management for all the legal assistance teams. Okay, so you, it's like you're in more sophisticated attire.

[@3:24](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=204.44) - **Alexandrine Branchaud (mail.mcgill.ca)**

work in a high end law firm.

[@3:26](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=206.56) - **Yael Morris (Decode Insights)**

So, yeah, it's a corporate. Okay. And so were you, you were interested in this bag for work specifically?

[@3:37](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=217.14) - **Alexandrine Branchaud (mail.mcgill.ca)**

Yes, they work in anything else. I have like an all-purpose bag. So, yeah. But I needed to be able to bring my voice time.

[@3:46](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=226.44) - **Yael Morris (Decode Insights)**

Okay. Got it. And so, okay. So, and now you're more interested in the product or.

[@3:55](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=235.66) - **Alexandrine Branchaud (mail.mcgill.ca)**

Yeah. I still am very interested in the product, but. Price is still bit of a cold shower to me now, but I am still very interested.

The few issues I might have.

[@4:14](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=254.08) - **Yael Morris (Decode Insights)**

I'm not sure if you want me to jump right ahead or if you want to. Yeah, you can go for it.

[@4:19](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=259.9) - **Alexandrine Branchaud (mail.mcgill.ca)**

Well, the thing is, it's an online site, so I haven't had the chance to see the bag in person and see how it is.

And then all the advertisement on the site are U.S. dollars and they broke somewhere that it was because it was a well-known currency and they figured that it was more convenient for everybody, but the fact it's in the U.S.

with the situation right now, for me, it's not a plus. I'd rather have it in Euro if it's a French company than in the U.S.

dollar. If it's not in Canadian dollars, for example, so they should just keep the currency they have or or offer a few options and they have an option for a plan payment with shop pay I think but somehow it's not available in Canada and it's not well explained on the site so I tried to more information about it but it's very unclear so just discourage me because I wouldn't be ready to pay my baby up front $600 to the back but I would probably have bought it if the payment option would be available in Canada so there's that and even though the bag is $600 or so $500 600 I'm not sure what the rate is but they don't offer free shipping so it's on top of that you add the shipping and yeah so even though they would probably refund the bag if I didn't like it but I would still have

to pay the shipping I'm getting so this is not reassuring for me this is not a stress-free pushes does that make sense yeah I think right now they're like on sale but they always are they have been for a year it's the 20% and oh and more of that since I was looking at the bag and I went to the I put the bag in my in my car and I went to do a check out I didn't complete it obviously they sent me additional rebates to to encourage me to finish the job but they're not they're not compatible with what's already on sale on the site so I either I have the 20% that it's almost always on the site or I get the $15 they give me by email so this is just this is a bad tease if I may say because they're giving me

a coupon to finish the purchase I started but it's not compatible with the coupon that's already on the site so why?

[@7:15](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=435.68) - **Yael Morris (Decode Insights)**

What do you mean it's not compatible like it shouldn't be $15?

[@7:19](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=439.86) - **Alexandrine Branchaud (mail.mcgill.ca)**

Well actually on the on the website they have 20% up right? Mm-hmm and let me see if I can find in my email of an example of what I say.

Oh yeah I have a 10% off my cart I received an email with 10% of my cart to finish the checkup.

Okay but if I try to apply the 10% off it removes the 20% up so it's either one or the other it's not I cannot add them both therefore why are you sending me a 10% off if it's a less good deal

then what's already on your site. If it was on top of the 20%, I may have completed the purchase.

Am I making sense?

[@8:17](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=497.32) - **Yael Morris (Decode Insights)**

Yeah, completely.

[@8:22](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=502.2) - **Alexandrine Branchaud (mail.mcgill.ca)**

That's it. Or less, that's the situation I found. I still really, really like the bag. But I feel that the options, the payment options, are not very convenient because they advertise the plan payment, but they don't advertise.

It's not available everywhere. I cannot see the bags, so it's hard to, yeah. But I saw someone with that bag at work last week, it went right back on top of my list.

That's two.

[@9:00](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=540.0) - **Yael Morris (Decode Insights)**

Yeah Okay, what bag do you carry now?

[@9:06](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=546.96) - **Alexandrine Branchaud (mail.mcgill.ca)**

I have a leather bag from a Small company. It's called good highs. I bought it two years ago And I think when I bought it I it's when I saw the other bag as well But it was way out of my presence at that point I paid maybe three hundred dollars for the the bag.

I'm carrying right now and the problem is the the lining is starting to wear off so I Need to think about their option and the fact that it's quark is Very interesting to me, but I'm worried about the durability of the product I've seen some review that the product would wear off easily and this is the concern for the price Am I going too fast?

[@9:56](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=596.4) - **Yael Morris (Decode Insights)**

know why you I so much great. I'm you're in perfect Yeah, so what are your, okay, say you were to buy this product for $500, okay, yeah, we're going to.

What are some of the guarantees that you would need to know, like, I don't know if you would ever buy that.

Would you ever buy that for $500?

[@10:20](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=620.18) - **Alexandrine Branchaud (mail.mcgill.ca)**

I might. I'm going to write back. I might.

[@10:23](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=623.84) - **Yael Morris (Decode Insights)**

Okay. So can you tell me what this bag must have in order to spend that money?

[@10:30](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=630.02) - **Alexandrine Branchaud (mail.mcgill.ca)**

What would actually make it worth it for you? Style wise or experience wise with the side and the other side?

Everything. Okay. Well, style wise, you want, you want to buy for the durability. When you pay that much for a buy, you want it to last a long time.

So I would want to be sure that it's, that it's well made, that it will last and that it is, it is quality.

quality bag, quality product. I would like to be aware that there is any type of warranty maybe, so if there's an issue with the bag, I will be taking care of with no charges.

So if I was to return it, or if there was a problem with the quality of the bag, that I wouldn't have to pay for shipping on top of that.

And yeah, so this would be for the bag itself. And for the rest, if I'm to pay that much for the bag, I would appreciate to have payment plan option in Canada.

[@11:42](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=702.8) - **Yael Morris (Decode Insights)**

See that one more time?

[@11:44](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=704.96) - **Alexandrine Branchaud (mail.mcgill.ca)**

I would have, I would have liked to have an option for plan payment, but payment plan, like several payments, payment options.

Like, yeah, that's it.

[@11:56](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=716.02) - **Yael Morris (Decode Insights)**

Okay. Anything else? How long does dirt what is long lasting me and what does durability mean to you?

[@12:05](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=725.94) - **Alexandrine Branchaud (mail.mcgill.ca)**

Well, you need to see the bad I have the interior is trying to wear off and I've had it for three years.

So If I'm paying twice as much, I would expect it to last twice as much So it's at least four or five years if you're paying five hundred dollars for a bag I guess I would like to to give it to my daughter when I die, but maybe that's what I'm kidding But I would like for it to with a minimum of care to last very long For very long to say that Lee actually say you have a lifetime to reach out if your bag is damaged We are here to help and may be able to repair bag if we're not able to repair item We will offer you a trade-in bag so that you get everyone So that's good.

Maybe I didn't see that part, but I'm concerned I'm concerned with all the shipping costs because if I'm buying a five six hundred dollar bag and they're not able

to give you free shipping on that, I'm guessing that I will have to pay for shipping every time I have an issue.

Maybe I'm assuming, maybe I'm wrong, I might be wrong, I'm not sure of that, but to me it's unclear.

[@13:16](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=796.38) - **Yael Morris (Decode Insights)**

Okay.

[@13:20](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=800.86) - **Alexandrine Branchaud (mail.mcgill.ca)**

And since I stuck on the shipping price, I didn't read the satisfaction, the satisfaction policy clearly, I should have found what you just read to me.

[@13:37](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=817.76) - **Yael Morris (Decode Insights)**

Maybe should be more upfront.

[@13:42](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=822.86) - **Alexandrine Branchaud (mail.mcgill.ca)**

Maybe or how they want to present themselves to wear that kind of policy, because we know a lot of I know a lot of store that they do have a nice satisfaction policy, but as soon as you try to reach out, it's

how it's impossible to give any service. It's impossible to or they make you every little single little thing, so it's not worth it to me.

In energy and time and in money. So if it's not very, very clear how they want to proceed with the replacement, that's clear.

But since they don't have any warehouse or any place of business in Canada, I'm concerned about all the process that they would use to do that in the shipping cost and stuff.

[@14:40](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=880.86) - **Yael Morris (Decode Insights)**

Okay, in a payment plan and just the durability kind of knowing that this can last you a long time without having any headaches.

Yeah, okay.

[@14:55](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=895.04) - **Alexandrine Branchaud (mail.mcgill.ca)**

And if that's the case, maybe like you said, being more upfront with it on the side. It's the clarity of the hidden piece that is a concern to me right now.

I didn't find it, I didn't look very hard, oh maybe it's my fault, but I didn't find any of the videos in French of the product and they did it in English and they are clearly French with a very big accent, so it would be nice to have it in their first language as well to have them talk about their product in French too.

[@15:34](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=934.48) - **Yael Morris (Decode Insights)**

I'm kind of young, you probably noticed my accent, but it would have been nice to have it in their native, in their first language too, okay, maybe it exists, maybe I just didn't look hard enough, but it was not...

you'd like for a parent.

[@16:03](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=963.44) - **Alexandrine Branchaud (mail.mcgill.ca)**

All the advertisement on Facebook and their Instagram page, it's all in English.

[@16:13](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=973.64) - **Yael Morris (Decode Insights)**

Okay. I'm trying to read this. Okay, our bag is made from cooking corkskin collected in Portugal, a soft as leather, resistant and durable as leather, but three times lighter.

It's ethical or gank. The corks, which takes place every day.

[@16:41](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=1001.4) - **Alexandrine Branchaud (mail.mcgill.ca)**

Okay.

[@16:43](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=1003.62) - **Yael Morris (Decode Insights)**

Our bags are made to last, but it's not really specific about how long it actually lasts.

[@16:50](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=1010.14) - **Alexandrine Branchaud (mail.mcgill.ca)**

But the issue I have, it's more like security. Confidence with the process is the fact that I think I just I would like to be aware that if I have any issues, all costs will be covered.

That's that's my concern that I won't have to pay for the shipping to send it back in France for it to be fixed.

I understand that it's made to last. So if it is as well made as they say, this probably likely won't will never happen.

I will never have to send it back. But if there was ever an issue that it would be like you said, stress free and without any headaches from my side.

[@17:43](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=1063.74) - **Yael Morris (Decode Insights)**

Okay. Okay. Yeah, good to know. Even so I'm curious. $500 is not nothing. That's half of $1,000, right? So, would you actually, even if they had this like warranty, lifetime guarantee, like no headaches, they give you a pain plan, would you really still invest in this?

[@18:13](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=1093.64) - **Alexandrine Branchaud (mail.mcgill.ca)**

Actually, if there was a payment plan, I would probably already have bought it, because I would have made an impulse purchase, but since there is none, and I would have to pay the whole amount up front, I really think more about it than I would have if I just have to pay a small amount right now.

It's not a good management of my finances, but it's all my brain works sometimes when I really like something, so, oh yeah, okay, right, it's like a lot easier to put $250 into, you know, then it is to just drop $500, exactly.

And I understand that at the end you paid the same amount. We know that, but in my brain, I think I would have bought it already if the payments didn't work.

Because I went to, I tried, I really tried. And now I really think more about it, and I think about all the little things that are concerning to me, and yeah.

[@19:23](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=1163.74) - **Yael Morris (Decode Insights)**

Right. I don't even know what that means, but okay, I said my pleasure. You welcome my pleasure. Okay. Yeah.

And you will definitely get an Amazon gift card for people. And yeah, thank you. That's all. I'm like, this is really good feedback.

[@19:51](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=1191.12) - **Alexandrine Branchaud (mail.mcgill.ca)**

I'm just going to share it with the team. That's wonderful. I can help, and if anything goes, move along, the suggestion I made, I will.

most likely eventually buy it.

[@20:03](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=1203.36) - **Yael Morris (Decode Insights)**

Thank you so nice to meet you.

[@20:08](https://fathom.video/share/1Qz1qJ-dUSHwhF5e3_pcBaC8zwXc3MAB?timestamp=1208.62) - **Alexandrine Branchaud (mail.mcgill.ca)**

You too. Bye bye.