# **Colleen Carl - March 30**

[**VIEW RECORDING - 12 mins (No highlights)**](https://fathom.video/share/yhmGJEdV63SzBP6DQxBuLAyMS4xgx-Gx)

[@0:01](https://fathom.video/share/yhmGJEdV63SzBP6DQxBuLAyMS4xgx-Gx?timestamp=1.3) - **Yael Morris (Decode Insights)**

This meeting is being recorded. Hi Colleen. Oh, I can't hear you or so. There you go. Hi, nice to meet you.

[@0:17](https://fathom.video/share/yhmGJEdV63SzBP6DQxBuLAyMS4xgx-Gx?timestamp=17.84) - **Colleen Carl**

I think we're on mute. Oh, sorry. Hi, nice to meet you. You too.

[@0:24](https://fathom.video/share/yhmGJEdV63SzBP6DQxBuLAyMS4xgx-Gx?timestamp=24.42) - **Yael Morris (Decode Insights)**

Thanks so much for taking the time to do this.

[@0:26](https://fathom.video/share/yhmGJEdV63SzBP6DQxBuLAyMS4xgx-Gx?timestamp=26.94) - **Colleen Carl**

Yeah, of course.

[@0:28](https://fathom.video/share/yhmGJEdV63SzBP6DQxBuLAyMS4xgx-Gx?timestamp=28.92) - **Yael Morris (Decode Insights)**

Okay, so I'm a third party. I'm actually not directly part of the floor. And I'm connecting these customer interviews, these feedback calls to understand why people buy and why people don't buy what the floor can do to improve the product and make it more appealing, accessible, et cetera.

Yeah, how does that sound?

[@0:51](https://fathom.video/share/yhmGJEdV63SzBP6DQxBuLAyMS4xgx-Gx?timestamp=51.72) - **Colleen Carl**

Yeah, yeah, sounds great.

[@0:52](https://fathom.video/share/yhmGJEdV63SzBP6DQxBuLAyMS4xgx-Gx?timestamp=52.96) - **Yael Morris (Decode Insights)**

Okay, so from my understanding, you haven't actually purchased the product.

[@0:58](https://fathom.video/share/yhmGJEdV63SzBP6DQxBuLAyMS4xgx-Gx?timestamp=58.0) - **Colleen Carl**

Correct.

[@0:59](https://fathom.video/share/yhmGJEdV63SzBP6DQxBuLAyMS4xgx-Gx?timestamp=59.1) - **Yael Morris (Decode Insights)**

Yes. Okay. How did you first discover the floor?

[@1:03](https://fathom.video/share/yhmGJEdV63SzBP6DQxBuLAyMS4xgx-Gx?timestamp=63.3) - **Colleen Carl**

It was probably a Facebook ad, and I imagine it came up in my feed because I think I had been searching for different types of bags like online.

So that came across that way.

[@1:23](https://fathom.video/share/yhmGJEdV63SzBP6DQxBuLAyMS4xgx-Gx?timestamp=83.56) - **Yael Morris (Decode Insights)**

I'm not sure. okay. What kind of ads were you looking for?

[@1:29](https://fathom.video/share/yhmGJEdV63SzBP6DQxBuLAyMS4xgx-Gx?timestamp=89.29) - **Colleen Carl**

I don't want to save the messenger bags, but kind of something that would fit a laptop. So those are kind of the bags I've been searching for.

[@1:45](https://fathom.video/share/yhmGJEdV63SzBP6DQxBuLAyMS4xgx-Gx?timestamp=105.49) - **Yael Morris (Decode Insights)**

Okay, so somebody would fit a laptop?

[@1:47](https://fathom.video/share/yhmGJEdV63SzBP6DQxBuLAyMS4xgx-Gx?timestamp=107.01) - **Colleen Carl**

Is this for work purposes? Yes.

[@1:50](https://fathom.video/share/yhmGJEdV63SzBP6DQxBuLAyMS4xgx-Gx?timestamp=110.19) - **Yael Morris (Decode Insights)**

Okay, what do you do for work if you don't want me asking?

[@1:53](https://fathom.video/share/yhmGJEdV63SzBP6DQxBuLAyMS4xgx-Gx?timestamp=113.35) - **Colleen Carl**

I'm an insurance agent.

[@1:55](https://fathom.video/share/yhmGJEdV63SzBP6DQxBuLAyMS4xgx-Gx?timestamp=115.45) - **Yael Morris (Decode Insights)**

Oh, okay, cool. So are you typically wearing suits?

[@2:00](https://fathom.video/share/yhmGJEdV63SzBP6DQxBuLAyMS4xgx-Gx?timestamp=120.0) - **Colleen Carl**

No, I work from home and so what I would really use it for is like if I were going to do something not always but sometimes if I were to meet someone or if I were just going to work like like there's a couple of places nearby me that are more of kind of co-opying works coat working spaces type of thing one that I do belong to so I mean yeah just like I'm bringing myself but the I would probably use it most for which really isn't very off which isn't daily but I have poorly meetings that I go to so that aren't in my city like we had one in Atlanta a couple weeks ago and our next one I'll be in Phoenix in July okay got it so you want a bag for that right okay cool and so

[@3:00](https://fathom.video/share/yhmGJEdV63SzBP6DQxBuLAyMS4xgx-Gx?timestamp=180.0) - **Yael Morris (Decode Insights)**

What intrigued you about the floor?

[@3:06](https://fathom.video/share/yhmGJEdV63SzBP6DQxBuLAyMS4xgx-Gx?timestamp=186.36) - **Colleen Carl**

Well, it was not your standard kind of bag that they had different styles. also with the ads that I saw, I also kind of told the story of like the mother and the daughter and the father and the daughter working together.

And so, yeah, so that seemed like a better than some big corporation having that small family business I thought was really nice too.

[@3:39](https://fathom.video/share/yhmGJEdV63SzBP6DQxBuLAyMS4xgx-Gx?timestamp=219.98) - **Yael Morris (Decode Insights)**

Okay. And is there anything about the bags themselves that interested you? Or that paint your curiosity. don't know if you want to see the link or anything to remind yourself.

[@3:55](https://fathom.video/share/yhmGJEdV63SzBP6DQxBuLAyMS4xgx-Gx?timestamp=235.5) - **Colleen Carl**

No. The more that I look at more of the bag. Thanks. It turns into like more of a decision.

But the first one that I was looking at, I think, was called the Beauvoir. It was kind of like one where the laptop would fit kind of like this way in.

And so that was the first one that I was looking at. And then for travel purposes, there's another one that can be like a carry-on.

And so that seemed kind of interesting too. But then there's like a bigger one that I can't think of what the name of it is.

I can tell you really quick. I can look at it here. Sorry, I should have.

[@4:54](https://fathom.video/share/yhmGJEdV63SzBP6DQxBuLAyMS4xgx-Gx?timestamp=294.56) - **Yael Morris (Decode Insights)**

No, it's all good. It's all good. So you've definitely looked into all of them.

[@5:03](https://fathom.video/share/yhmGJEdV63SzBP6DQxBuLAyMS4xgx-Gx?timestamp=303.24) - **Colleen Carl**

Yeah, I think I've looked at quite a few of them. The photo.

[@5:07](https://fathom.video/share/yhmGJEdV63SzBP6DQxBuLAyMS4xgx-Gx?timestamp=307.54) - **Yael Morris (Decode Insights)**

Okay.

[@5:09](https://fathom.video/share/yhmGJEdV63SzBP6DQxBuLAyMS4xgx-Gx?timestamp=309.74) - **Colleen Carl**

that, I mean, you could put a lot, I think there's like a good, there's like a, I think the pros and cons of that is because of the size, because you can fit probably about anything you could imagine that you would need for a meeting, but then again, it is kind of a large bag.

And it looks like they've been experimenting with a color that was like limited edition, the raspberry. And so that was something that was kind of interesting to me if they didn't have that permanently.

But yeah, I don't really need it, need it till July, so I have been kind of dragging my feet.

So yeah.

[@5:51](https://fathom.video/share/yhmGJEdV63SzBP6DQxBuLAyMS4xgx-Gx?timestamp=351.76) - **Yael Morris (Decode Insights)**

Okay, so you have kind of made a decision because you don't really need the bag until then.

[@5:58](https://fathom.video/share/yhmGJEdV63SzBP6DQxBuLAyMS4xgx-Gx?timestamp=358.62) - **Colleen Carl**

Right. Yeah. And then, yeah, I happen, like, when I first found this, like, I thought the boat barcode, that's perfect.

then, you know, looking at the other bags, you know, I mean, yeah, it is still just trying to make that decision.

[@6:14](https://fathom.video/share/yhmGJEdV63SzBP6DQxBuLAyMS4xgx-Gx?timestamp=374.98) - **Yael Morris (Decode Insights)**

There's no use for the bag until then is what I'm hearing.

[@6:22](https://fathom.video/share/yhmGJEdV63SzBP6DQxBuLAyMS4xgx-Gx?timestamp=382.06) - **Colleen Carl**

Not really, not since I work at home, not really, it isn't like, I mean, a couple of years ago, I went to an office where, you know, I'd have to bring my laptop back and forth.

So then, you know, I'd have like a daily use for it where I don't really have that daily use for it.

[@6:39](https://fathom.video/share/yhmGJEdV63SzBP6DQxBuLAyMS4xgx-Gx?timestamp=399.14) - **Yael Morris (Decode Insights)**

Okay. Okay. Okay. Okay. What about the bat? Okay. So you're looking at the other bags also. are you considering those other ones or you're just like, like, looking at them?

[@7:00](https://fathom.video/share/yhmGJEdV63SzBP6DQxBuLAyMS4xgx-Gx?timestamp=420.0) - **Colleen Carl**

See what I was considering would be between between the Bobo bark and the toto for like the laptop like going to the conference type of thing but also just for traveling the trip to Lala.

That's more of just for traveling.

[@7:33](https://fathom.video/share/yhmGJEdV63SzBP6DQxBuLAyMS4xgx-Gx?timestamp=453.88) - **Yael Morris (Decode Insights)**

Okay. So have you like added that to cart also or I don't think so I think I just I think that came I wasn't really specifically looking for that but I think that also came up in an ad for that came up.

Okay. What do you like about the product? You can buy so many bags. and with a laptop right spot.

What is it about this product?

[@8:09](https://fathom.video/share/yhmGJEdV63SzBP6DQxBuLAyMS4xgx-Gx?timestamp=489.38) - **Colleen Carl**

I like that it looks it seems like a lot of bags out there have like the same kind of look to them either they're like a um okay the book of arc is I guess technically a backpack but um or at least I think I've seen described like that but it doesn't look like a backpack okay where I have like a um eggalini backpack that has like the place to put the laptop in pocket for the laptop but it definitely looks like a backpack and so you have that kind of style or you have other kind of styles that are very messenger bag looking um that sometimes

have a nice style to them but a lot of times just look the same. So I think because it does have kind of like a different, it's a little bit more style to it I guess and I like that they appear to be easily secured or zip or classed where like some some bags are just kind of open at the top so I guess those were some of things that I liked.

I like the brighter colors too. Okay.

[@9:39](https://fathom.video/share/yhmGJEdV63SzBP6DQxBuLAyMS4xgx-Gx?timestamp=579.28) - **Yael Morris (Decode Insights)**

Anything about like the functionality inside at all or having looked into that?

[@9:45](https://fathom.video/share/yhmGJEdV63SzBP6DQxBuLAyMS4xgx-Gx?timestamp=585.62) - **Colleen Carl**

I don't think I looked at it too much I think my big concern was having like a place for the laptop.

**ACTION ITEM: Decide between Boba Bark and Toto bag from The Floor this month -** [**WATCH**](https://fathom.video/share/yhmGJEdV63SzBP6DQxBuLAyMS4xgx-Gx?timestamp=599.9999)

[@9:51](https://fathom.video/share/yhmGJEdV63SzBP6DQxBuLAyMS4xgx-Gx?timestamp=591.36) - **Yael Morris (Decode Insights)**

Okay. And is there any deal like you're really thinking about why not get it now? Like I'm just curious like why not get it now?

[@10:10](https://fathom.video/share/yhmGJEdV63SzBP6DQxBuLAyMS4xgx-Gx?timestamp=610.02) - **Colleen Carl**

I guess it just hasn't been Top priority. I guess one thing that I have been kind of wondering is with this raspberry color if The toe toe would come out with the raspberry color So I guess that's Something I was kind of wondering I Wouldn't know I don't know.

Yeah But you mentioned you're not interested in purchasing the toe No, I mean, that's the one I've been kind of going back and forth between that one and the Boba bark Boba bark.

I think I don't another one that says that would fit a laptop.

[@10:50](https://fathom.video/share/yhmGJEdV63SzBP6DQxBuLAyMS4xgx-Gx?timestamp=650.88) - **Yael Morris (Decode Insights)**

I can't remember what that was Yeah, okay So it's just like like the design is like really unique. It's not standard.

It's a different look. And like the class but the top and it's like more sleek and elegant. It's like not your typical bag where you could put your stuff in and your laptop in and bring that to meetings.

[@11:17](https://fathom.video/share/yhmGJEdV63SzBP6DQxBuLAyMS4xgx-Gx?timestamp=677.38) - **Colleen Carl**

It's like more elevated. Yeah, exactly.

[@11:20](https://fathom.video/share/yhmGJEdV63SzBP6DQxBuLAyMS4xgx-Gx?timestamp=680.84) - **Yael Morris (Decode Insights)**

Okay, amazing. Okay. Thank you so much. This was really helpful. And I hope you eventually enjoy the bag.

[@11:29](https://fathom.video/share/yhmGJEdV63SzBP6DQxBuLAyMS4xgx-Gx?timestamp=689.44) - **Colleen Carl**

Okay. Yeah, I probably will. I'll probably decide on one this month. So I probably will.

[@11:35](https://fathom.video/share/yhmGJEdV63SzBP6DQxBuLAyMS4xgx-Gx?timestamp=695.02) - **Yael Morris (Decode Insights)**

Yeah, I know. I mean, I don't care what you do because I'm not selling for this. But anyways, thanks so much for your feedback.

It's really helpful. Okay, great. Well, thank you. you, Colleen. Yeah, nice to meet you too. Take care. Bye. Bye.