Ritika - Laflore (abandoned cart)

Fri, Apr 04, 2025 3:55PM • 3:59

**SUMMARY KEYWORDS**

Laflore bag, travel laptop backpack, lightweight, sleek design, 15-inch laptop, customer feedback, Amazon gift card, purchase barriers, product fit, market needs, sophisticated look, canvas bags, personal carry-on, padded compartment, customer interview.

**SPEAKERS**

Speaker 2, Speaker 1

00:00

I'm working with

**Speaker 1** 00:03

their customers are buying and why people are not buying, and we're offering a $25 Amazon gift card for a five minute chat. Would you be open to it? Sure. Okay, thanks. So

00:17

from my understanding, you have never purchased a Leflore bag.

**Speaker 2** 00:19

I have not, no, no, I have looked at you several times, but I have not made a purchase. Okay.

**Speaker 1** 00:27

Can I ask you firstly, how did you discover the floor?

**Speaker 2** 00:32

So I have been in the market for a nice travel laptop backpack for as long as I can remember, and I have not yet found one that will suit my needs, including the floor.

**Speaker 1** 00:48

Okay, and what is, what are you finding? Is wrong or like? What? What are you trying to find? Yeah, so,

**Speaker 2** 00:56

so I want a combination of, you know, very, you know, sleek and sophisticated, right, which La Fleur has, but also lightweight which la for sort of has. But, you know, some Canvas ones are a little lighter. But the trade off, obviously, is a sleek look. And then the third thing is being able to fit a 15 inch laptop. And that is usually where I lose most of the nice ones for women.

**Speaker 1** 01:26

So I think floor, the floor. First of all, I think it is lightweight because of the

**Speaker 2** 01:32

cork. I agree I said it so, so that one's like, in the middle, it's like, not, you know, it's not, it's not a 10, but it's not a one, okay? And

01:40

then what about the 15 inch laptop?

**Speaker 2** 01:43

So, so essentially, I know somebody who has one, and when I put my 15 inch laptop inside the one that says it accommodates the 15 inch laptop, it doesn't really fit anything else. Like, essentially it, like, sort of stretches the bag in a way that other things don't quite fit as well.

02:04

Okay, so is that the number one barrier you're finding?

**Speaker 2** 02:10

Yes, well, essentially, the number one barrier I'm finding is something that meets all three criteria. Okay,

**Speaker 1** 02:16

so the floor checks the other two things. It's like something sophisticated, it's lightweight, and it sort of fits a 15 inch laptop, but not completely, exactly,

**Speaker 2** 02:26

exactly, exactly. Sorry, sorry, my daughter's crying.

**Speaker 1** 02:35

And is there anything else like say, the bag actually fit a 15 inch laptop. Would that work for you? Yes,

02:43

yes, then I would have,

02:47

sorry, can't Oh, sorry,

02:53

sorry, she's she's sick and just woke

**Speaker 2** 03:02

up. Yeah, so yes, if it had, if, if the 15 inch laptop had fit, then I would have bought the back, because otherwise I really like it. Okay, and so that's why I was looking so I started with the middle one, right, which? Which fits the laptop in vertically, yeah. And then I looked at the kind of the bigger version that's like, more like a personal carry on, which would be, it's a little bigger that I would prefer. But then so I thought that that would fit the laptop well, but the padded state, the description says that it

03:41

interrupts up, but it is better suited for a parking

**Speaker 1** 03:46

right. Okay, so you want that smaller bag to fit the 15 inch laptop?

03:52

Sorry I missed fucking

03:57

give me one. Go COVID.