UI - Group 4 Final Project Questionnaire

Stakeholder profile base on the data

Please enter your name: 10 responses

Timothy Jones

Katherine

kashe madrigal

Jennifer

Chloe Kelsey
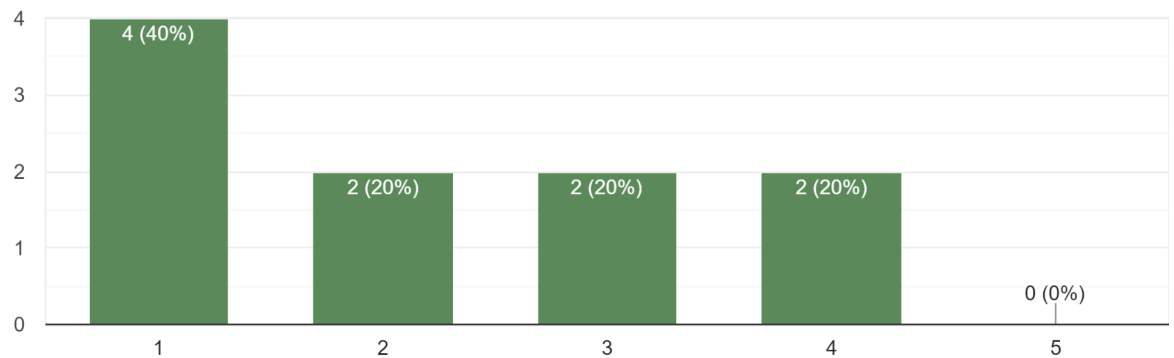
David Foss

Olivia

Bobbie jay

Mario Sanchez

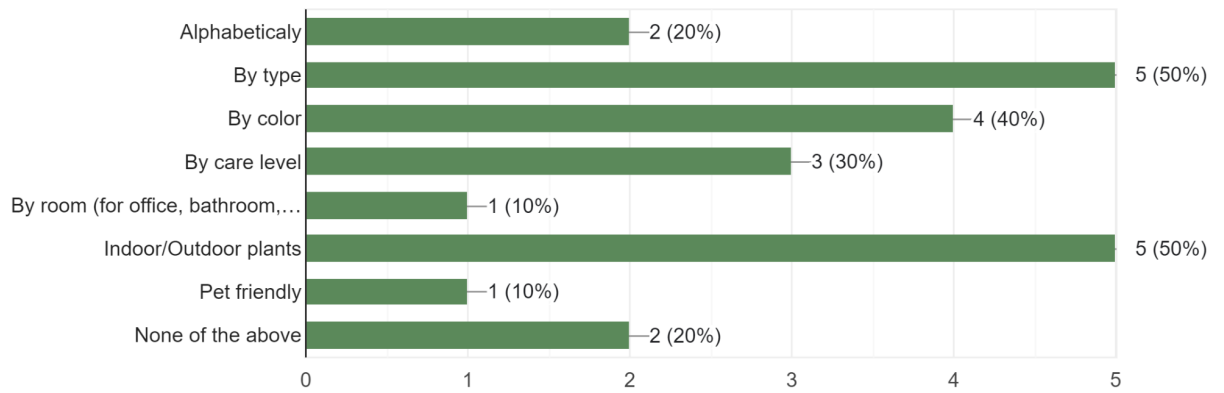# Context of use

-common gather feedbacks of e-commerce plant store

How confident do you feel buying plants from a website?
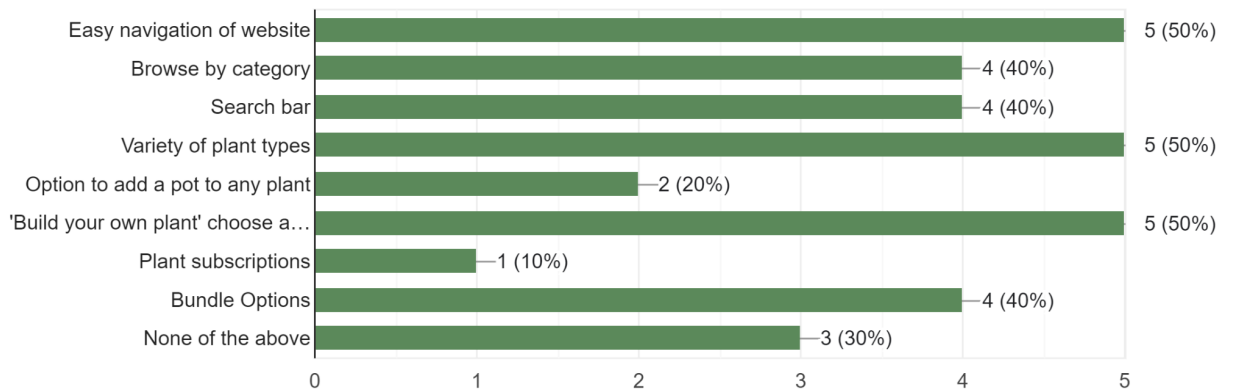
10 responses

What categories would be best to browse through when shopping for plants? (Select all that apply)
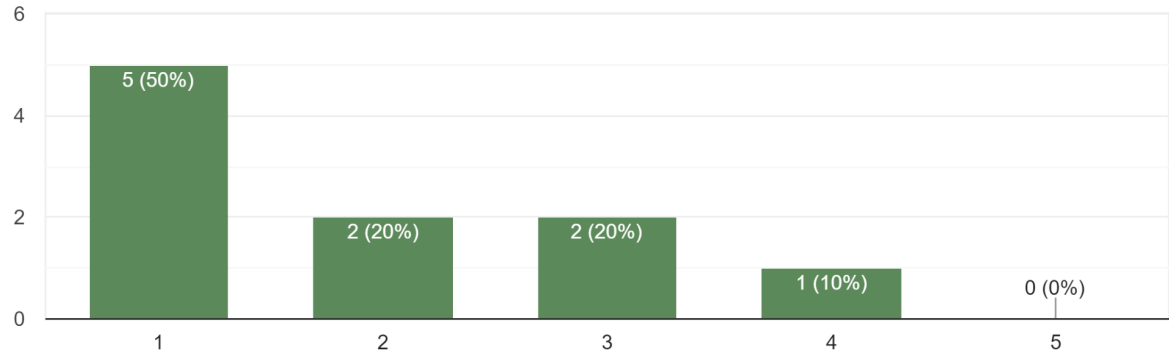
10 responses

Category	Count (%)
Alphabeticaly	2 (20%)
By type	5 (50%)
By color	4 (40%)
By care level	3 (30%)
By room (for office, bathroom,…	1 (10%)
Indoor/Outdoor plants	5 (50%)
Pet friendly	1 (10%)
None of the above	2 (20%)

Which of the following would encourage you to buy plants from a website? (Select all that apply)

10 responses

| Option	Count (%)
Easy navigation of website	5 (50%)
Browse by category	4 (40%)
Search bar	4 (40%)
Variety of plant types	5 (50%)
Option to add a pot to any plant	2 (20%)
'Build your own plant' choose a…	5 (50%)
Plant subscriptions	1 (10%)
Bundle Options	4 (40%)
None of the above	3 (30%)

On a scale of 1 - 5 would you ever buy plants from a website specifically selling houseplants and other related housewares?
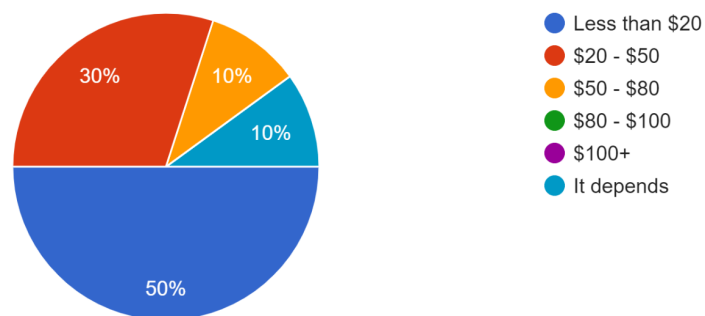
10 responses

Have you ever bought plants from an online source?
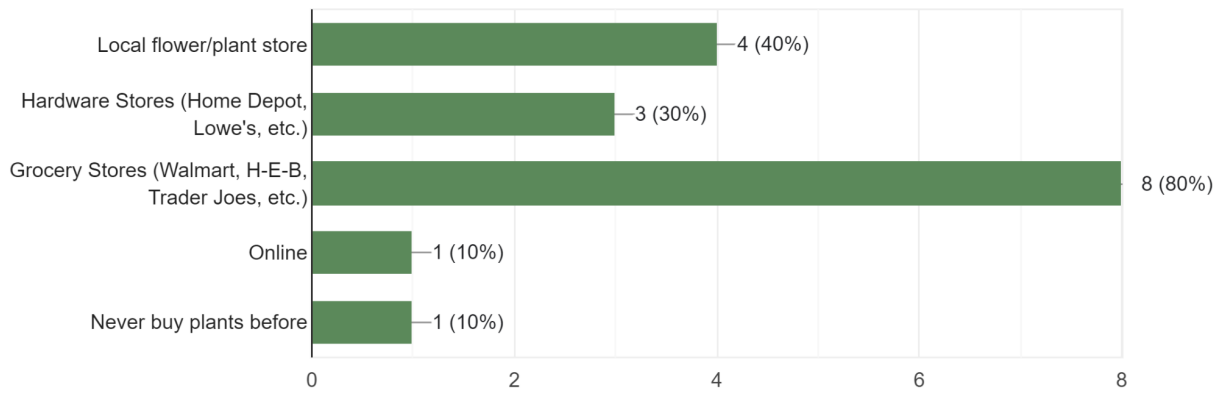
10 responses

- Yes
- No
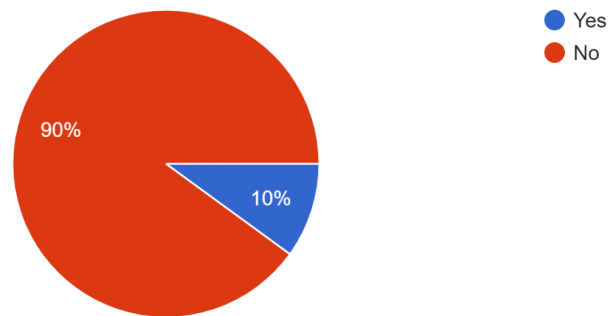
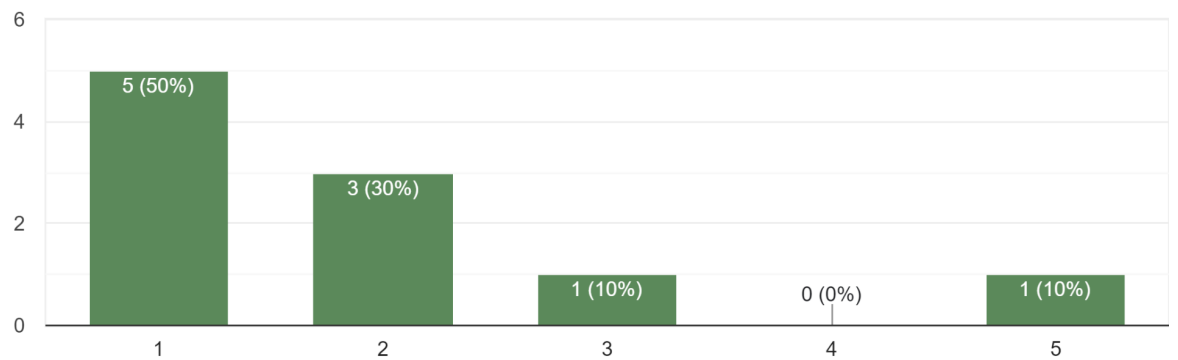What is your usual budget when shopping for plants?

10 responses

- Less than $20
- $20 - $50
- $50 - $80
- $80 - $100
- $100+
- It depends

Where do you usually buy/get your plants from? (Select all that apply)
10 responses

Local flower/plant store	4 (40%)
Hardware Stores (Home Depot, Lowe's, etc.)	3 (30%)
Grocery Stores (Walmart, H-E-B, Trader Joes, etc.)	8 (80%)
Online	1 (10%)
Never buy plants before	1 (10%)

How often do you buy plants/houseplants?
10 responses

1	2	3	4	5
5 (50%)	3 (30%)	1 (10%)	0 (0%)	1 (10%)

Do you register account(s) with e-commerce websites?
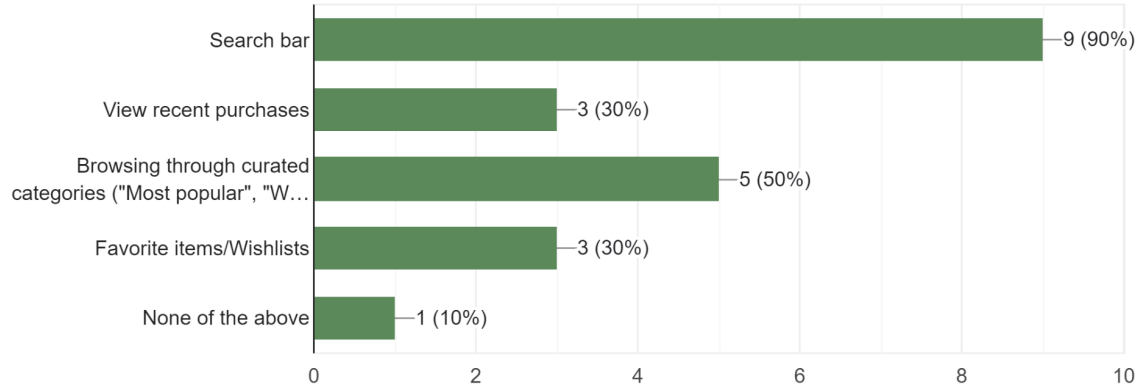10 responses

- Yes
- No

40%

60%
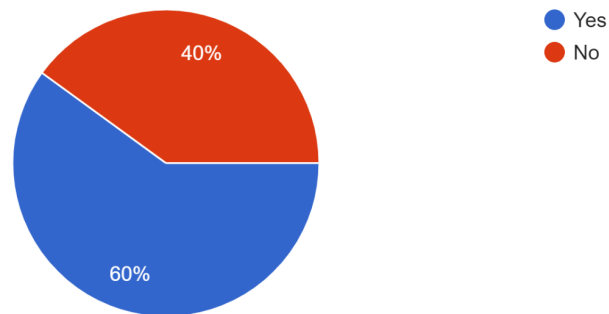
Cognitive Ability
-may not correlate with plant store

## Which features do you use on an e-commerce website? (Select all that apply)
10 responses

Feature	Responses
Search bar	9 (90%)
View recent purchases	3 (30%)
Browsing through curated categories ("Most popular", "W…	5 (50%)
Favorite items/Wishlists	3 (30%)
None of the above	1 (10%)

Do you engage with subscription emails/newsletters?

10 responses

- Yes
- No

50%

50%
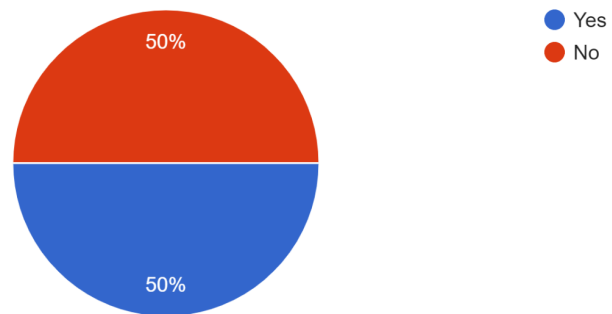
How familiar are you with using technology?

10 responses

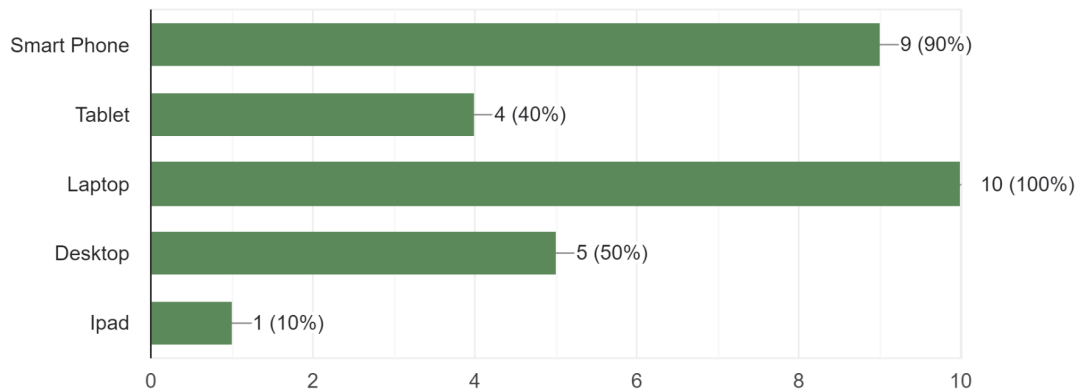|	1	2	3	4	5
	0 (0%)	0 (0%)	0 (0%)	7 (70%)	3 (30%)
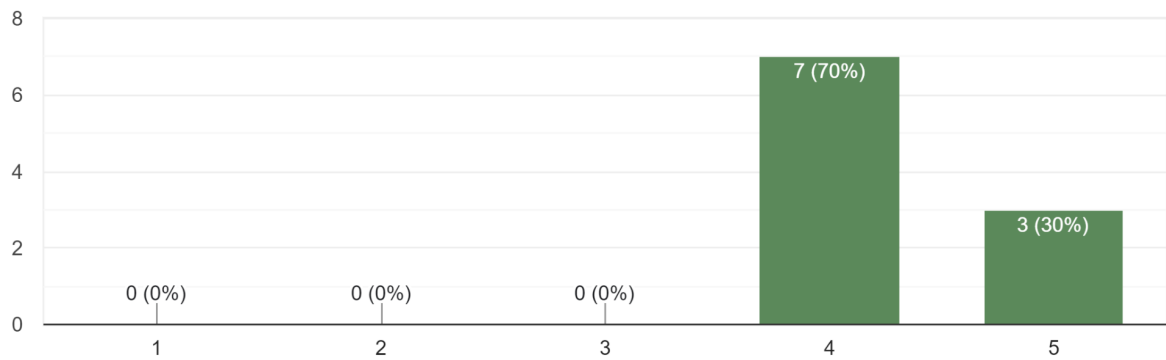
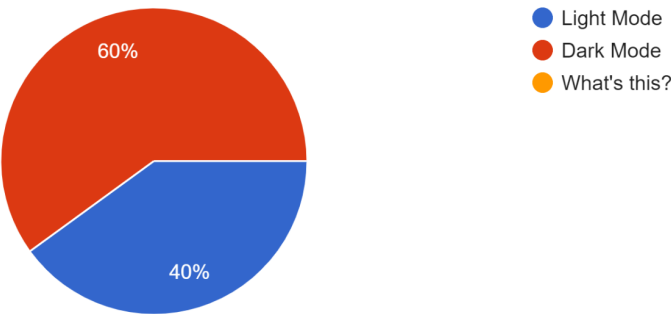## How often do you use technology to shop?
10 responses
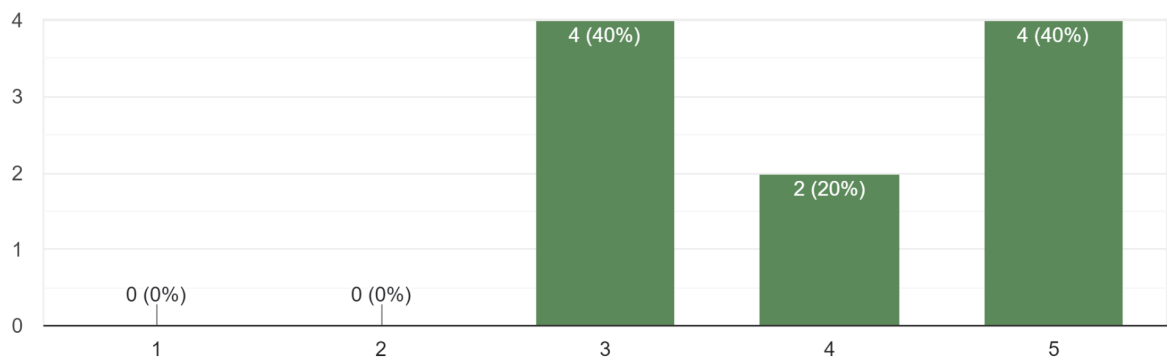
What device(s) do you use when shopping online? (Select all that apply)
10 responses

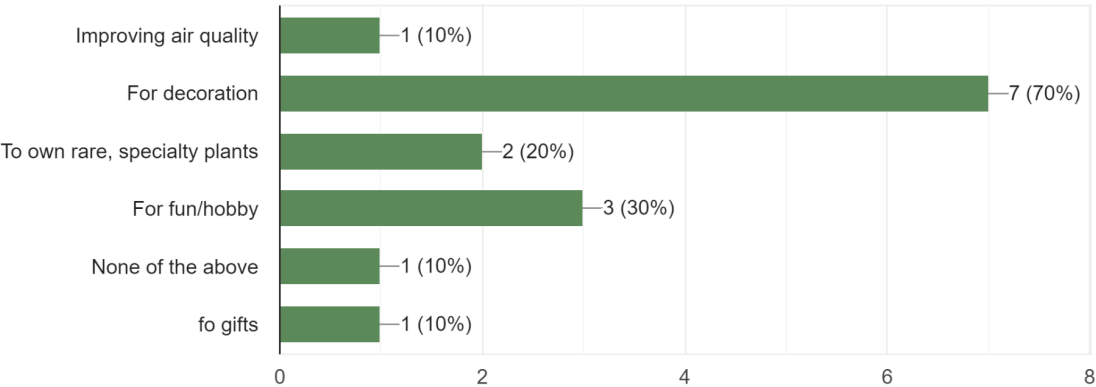Do you prefer to use light mode or dark mode on your devices?

10 responses

- 🔵 Light Mode
- 🔴 Dark Mode
- 🟡 What's this?

60%

40%

Physical Ability (human condition included abilities)
-vision
-auditory
-haptic, sense of touch

What goals (if any) are you trying to achieve by purchasing plants?

10 responses

Goal	Value
Improving air quality	1 (10%)
For decoration	7 (70%)
To own rare, specialty plants	2 (20%)
For fun/hobby	3 (30%)
None of the above	1 (10%)
fo gifts	1 (10%)

How important is it to include pictures of the items for sale?
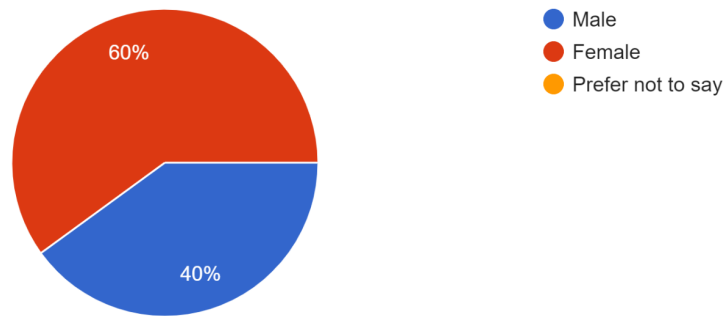10 responses
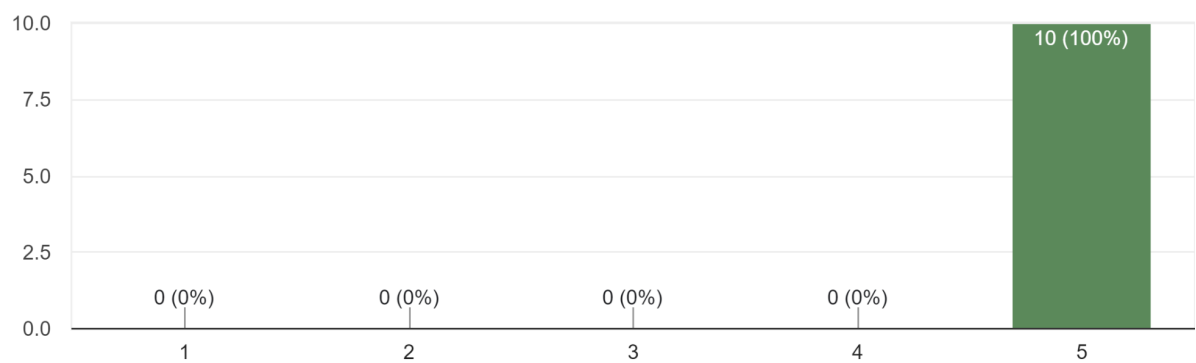
That is most definitely a popular decoration and extremely important images for everyone.

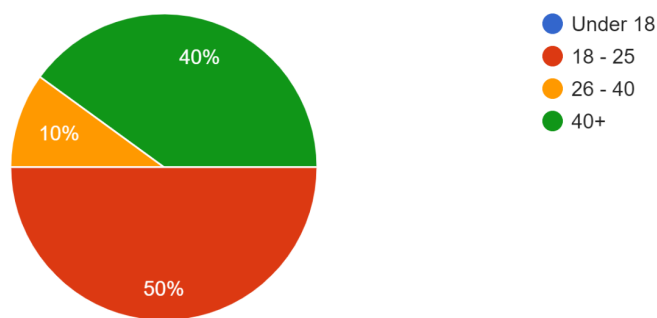# Individual Profile

-personal user information

Please select your gender:
10 responses

- Male
- Female
- Prefer not to say

What age group do you fall into?
10 responses

- Under 18
- 18 - 25
- 26 - 40
- 40+

40%
10%
50%

What is your current employment status?
10 responses

- Full-time
- Part-time
- Student
- Unemployed
- Prefer not to say

30%
10%
60%