Interview Questions and Notes

Interview 1: Kyle

1. **Would you like a delivery service, or is pickup sufficient?**

Good option to have in case you decide you want something later and don’t feel like going back into the store.

1. **On the website would you like to see recommendations for popular items that customers have purchased?**

Would be a great option to see what other’s have already purchased. Good feedback to see what’s popular.

1. **Would you like to see ratings for products and customer reviews?**

Be able to see what people think of it and what is quality or not.

1. **Would you like to be able to filter by city to get products specific for that area?**

Yes, to represent where a user lives. Also, so people can get products from their specific area.

1. **Would you like to have a web page dedicated to finding other local businesses in the area as well as local events?**

Convenient to see what’s available to do, especially for tourists just visiting. Helps customers plan or find new things to do. Big attractions in other areas of the state.

Interview 2: Auri

1. **Would you like a delivery service, or is pickup sufficient?**

Yes, personally both. Delivery is preferred. Bring in more customers. Make it stand out against other stores.

1. **On the website would you like to see recommendations for popular items that customers have purchased?**

Good to know and good to see. Nice way to see even if not something you would buy. Nice to see Sold Out or selling out fast items.

1. **Would you like to see ratings for products and customer reviews?**

Yes, definitely. Ratings influence customers making the purchase.

1. **Would you like to be able to filter by city to get products specific for that area?**

Filter would be good to see souvenirs specific to different places.

1. **Would you like to have a web page dedicated to finding other local businesses in the area as well as local events?**

Yes, on a web page. Would not like this as an email list as that might become a nuisance.

Interview 3: Joshua

1. **Would you like a delivery service, or is pickup sufficient?**

Yes, it would be beneficial when a customer can’t physically go into the store.

1. **On the website would you like to see recommendations for popular items that customers have purchased?**

Yes, would like to see. Maybe have it filtered by location.

1. **Would you like to see ratings for products and customer reviews?**

Yes, to know the quality of product.

1. **Would you like to be able to filter by city to get products specific for that area?**

Yes, to be able to find the products more easily.

1. **Would you like to have a web page dedicated to finding other local businesses in the area as well as local events?**

Yes, it would be nice to see community events. Maybe have a community board of events.