



## Qualitative Interview Moderation Guide

### Tying the Knot: Understanding the Consumer Journey in a Digital Wedding Platform

<b>Introduction (2 min)</b>	<p><b>Introduce Facilitator:</b></p> <p>Hello, my name is Bandie. I am a market research intern with Wedy and am also a graduate student at USC's Masters of Applied Psychology program, studying organizational and consumer psychology. I appreciate your time and thank you so much for participating in my research today.</p> <p><b>Topic Overview:</b></p> <p>Today, we will be exploring the topic of weddings through a 35 minute interview. Particularly, I want to get to know you more and explore your thoughts, feelings, values and experiences as you planned or are going to plan your wedding. Through your participation today, we will uncover a full picture on how brides and grooms plan their weddings.</p> <p><b>Ground Rules:</b></p> <ol style="list-style-type: none"><li>1. We will be recording our session.</li><li>2. The recordings and responses will only be referred to for research and educational purposes by myself, the Wedy team and my professor.</li><li>3. There are no "right" answers. Feel free to share anything you find relevant.</li><li>4. If you feel uncomfortable or would not like to share something specific, feel free to let me know you would like to skip the question. You are obligated to end the interview at any given time.</li></ol> <p>Do you have any questions?</p> <p><i>*Answer any*</i></p> <p>So with that, let's go ahead and dive into some background questions.</p>
<b>Topic 1 (10 min)</b>	<p><b>General Wedding Attributes &amp; Values</b></p> <p>Now that I have a good idea of your background. Let's talk more about the specifics of your wedding. The goal of these next round of questions is to understand the decisions you made in your wedding and the reasons why. So let's begin!</p> <ol style="list-style-type: none"><li>1. Tell me about your (ideal) wedding?</li><li>2. What components of your wedding are most important to you?<ol style="list-style-type: none"><li>a. Attributes?</li><li>b. Functional/Psychological Consequences?</li><li>c. Values?</li></ol></li><li>3. On a scale of 1-10:<ol style="list-style-type: none"><li>a. How happy or satisfied were you with how your wedding turned out?</li><li>b. How organized did you feel while planning for your wedding?</li><li>c. How much did money play a role in the decisions you made in your wedding?</li></ol></li><li>4. If you could have changed anything about your wedding what would it be?<ol style="list-style-type: none"><li>a. Why?</li></ol></li><li>5. Was eloping ever considered as an option?</li></ol>

	a. Why?
<b>Topic 2 (10 min)</b>	<p><b>Consumer Buying Journey</b></p> <p>Thank you for answering those questions. Let's move on and talk more about the vendors at your wedding and the journey you took to find, engage and hire them. Imagine you just got engaged and are looking to hire vendors for your wedding (like photographers, venue, etc.).</p> <p><b>Pre Purchase</b></p> <ol style="list-style-type: none"> <li>How did you learn about what vendors are necessary or nice to have in a wedding? <ol style="list-style-type: none"> <li><i>*Allow interviewee to list, then probe for additional ways*</i></li> <li><i>Possible methods: Friends, Social Media, Personal Experiences</i></li> </ol> </li> <li>While considering between vendors, did you read any reviews or check ratings for them? <ol style="list-style-type: none"> <li><i>Were these ratings on a certain platform?</i></li> <li><i>On a scale of 1-10, how helpful were these reviews in helping you decide to hire?</i></li> </ol> </li> <li>While considering between vendors, did you check out examples of their work or have a trial of their work? <ol style="list-style-type: none"> <li><i>On a scale of 1-10, how helpful were these work examples in helping you decide to hire?</i></li> </ol> </li> <li>What information or details would you look for about a vendor in order to trust that they would do a good job?</li> </ol> <p><b>Purchase</b></p> <ol style="list-style-type: none"> <li>How many vendors did you turn out to have(or project to have) at your wedding?</li> <li>What vendors were they? <ol style="list-style-type: none"> <li><i>*Allow interviewee to list, probe for additional*</i></li> <li><i>Possible Vendors: Photographer, Videographer, Flowers, Venue, Hair, Makeup, Clothes, Officiant, DJ, Chef, Catering, Mixologist, Baker, Gifts, Wedding Planner</i></li> </ol> </li> <li>For the vendors you listed, how did you gain price quotes for their services? <ol style="list-style-type: none"> <li><i>On a scale of 1-10, how hard or easy was it to communicate with a vendor upon initial interest in hiring them?</i></li> <li><i>If you were to give advice to yourself about hiring vendors for your wedding, what would it be?</i></li> </ol> </li> </ol> <p><b>Post Purchase</b></p> <ol style="list-style-type: none"> <li>After you hired your vendor(s), did you engage with them after your wedding? <ol style="list-style-type: none"> <li><i>How?</i></li> </ol> </li> <li>Did you post any form of review or rating on your experiences working with them for any of your vendors? <ol style="list-style-type: none"> <li><i>Who? Where?</i></li> </ol> </li> <li>Did you personally recommend any of your vendors to any friends or family? <ol style="list-style-type: none"> <li><i>Why?</i></li> </ol> </li> </ol>

<p><b>Topic 3</b> <b>(10 min)</b></p>	<p><b>Wedding Apps &amp; Platforms</b></p> <ol style="list-style-type: none"> <li>1. Did you use any form of technology while planning for your wedding? <ol style="list-style-type: none"> <li>a. What were they?</li> <li>b. How did you discover them?</li> </ol> </li> <li>2. What features did you like or dislike about those apps or technology?</li> <li>3. On a scale of 1-10 how helpful was each feature overall? <ol style="list-style-type: none"> <li>a. <i>*Go through each feature named by participant*</i></li> </ol> </li> <li>4. <i>**If vendor not mentioned**</i>: <ol style="list-style-type: none"> <li>a. If an app existed that can help you find wedding vendors, Would you consider using this app? <ol style="list-style-type: none"> <li>i. On a scale of 1-10 how helpful would an app like this be for your wedding planning process?</li> </ol> </li> <li>b. What would it take for you to trust a new app that would provide this feature to help you find vendors?</li> </ol> </li> </ol>
<p><b>Closing</b> <b>(3 min)</b></p>	<p><b>Concluding Thoughts:</b></p> <p>With that, we have concluded all of our questions for our interview.</p> <p>Do you have any additional concluding thoughts you would like to share?</p> <p>Awesome! Thank you so much for your participation with Wedy's Market Research. I appreciate your time and willingness to share your experiences with how you planned your special day.</p>