1. Understand how customers select and order electronics
2. Discover pain points within search patterns for electronic products
3. Discover what customers do to seek help, in terms of understanding the electronics on the website
4. Discover preferences for browsing within particular categories (electronics)
5. Understand what product information customers value when searching for electronics.

**Interview Questions**:

Ice Breaker/Intro to interview:

Hello, what’s your name? \_\_\_\_\_\_\_\_\_\_. Nice to meet you, my name is \_\_\_\_\_\_\_\_\_. How are you doing today? \_\_\_\_\_\_\_\_\_\_, that’s good to hear. So today I’ve brought you in to talk about shopping for electronics. I know many people tend to have different habits when it comes to that. To start off, how about you tell me about the last time you went shopping…….*then go to first question.*

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* How often have you gone shopping in the last month? (edited)
* Where is your favorite place to shop for electronics? (edited)
* When you shop for electronics do you have a solid idea or understanding of what you want? (edited)
* How often have you gone shopping for electronics in the last month? (edited)
* When was the last time you bought something electronic? (fine)
  + Is there anything particularly difficult about shopping for electronics? (fine)
  + Did you buy that online or in a store? (fine)
    - Why that choice? (*What is it about shopping online or in person that makes you prefer that method?)* (fine)
* When shopping online:
  + What is your preferred method of searching for a product? (fine)
  + How do you decide whether or not to purchase a product? (edited)

Understand how customers select and order electronics

* What do you enjoy about shopping online? (fine)
* What do you dislike about shopping online? (edited)
* What helps you make a choice? (fine)

Discover what customers do to seek help, in terms of understanding the electronics on the website

* If you are unable to find a product, what do you do? (fine)
* (Propose a scenario with a familiar method of online shopping, Amazon). If you are trying to find additional details regarding product information where do you look first? (fine as long as scenario is presented first)

Discover pain points (and things they like) within search patterns for electronic products

* Do you have difficulties when shopping online? (fine)
  + What is the particularly difficult when looking for electronic products? (fine)
* Is there anything that makes shopping online easier for you? (fine)
  + (If “Yes”) What things make shopping online easier? (fine)
  + (If “No”) What would you like to see to make your online shopping experience better? (fine)

Discover preferences for browsing within particular categories (electronics)

* What is your go-to method of product discovery when you search for products. (Ex: search bar, categories, front page browse) (fine)

Understand what product information customers value when searching for electronics

* When choosing a product, what information is valuable to you? (fine)
* What information do you look for when comparing products? (fine)

**Survey Questions**

**Participant Demographics:**

* What is your gender? \_\_\_\_
* What year were you born?: \_\_\_\_\_\_\_\_\_\_
* What’s your highest education level?
  + Elementary School
  + Middle School
  + High School
  + 1-2 years of college
  + 3+ years of college

**Understand how customers select and order electronics**

* How often, in the last six months, have you shopped for electronics online? (edited)
  + Daily
  + At least once a week
  + At least once a month
  + I never shop for electronics online
* Which of these shopping methods do you prefer more? (fine)
  + Shopping online
  + Shopping in person
  + Other: \_\_\_\_\_\_\_\_\_\_
* What are your preferred online vendors when shopping for electronics? (Select all that apply) (edited)
  + Amazon
  + Best Buy
  + Fry’s
  + Ebay
  + Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Discover pain points within search patterns for electronic products**

* How comfortable are you with your knowledge and skill-set regarding electronics when you shop for them online? (edited)
  + Very uncomfortable
  + Somewhat uncomfortable
  + Somewhat comfortable
  + Very comfortable
* Which response is most representative of you when trying to find the products you want to buy? (edited)
  + I never have difficulty
  + I sometimes have difficulty
  + I frequently have difficulty
  + I always have difficulty
* What are some difficulties for you when shopping for electronics online? (fine)
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + N/A
* How often do you get frustrated when shopping online for electronics? (fine)
  + I never get frustrated
  + I sometimes get frustrated
  + I frequently get frustrated
  + I always get frustrated
* How often are you satisfied with your online shopping experience for electronics? (fine)
  + I am never satisfied
  + I am sometimes satisfied
  + I am usually satisfied
  + I am always satisfied
* What can make you feel satisfied when shopping for electronics online? (fine)
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Discover what customers do to seek help, in terms of understanding the electronics on the website**

* How much time do you research/learn about a product before you're about to purchase it? (edited)
  + 0-30 min
  + 31-60 min
  + 60-120 min
  + > 2 hours
  + Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* How often do you find product descriptions useful when trying to figure out if the product is the right one for you? (edited)
  + I never find them useful
  + I hardly ever find them useful
  + I sometimes find them useful
  + I always find them useful
* What external sources (ex: google, reddit, etc) do you use for finding information about the products you want to buy? (edited)
  + Google
  + Reddit
  + YouTube
  + Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + I don’t use external sources
* When do you find it necessary to seek out information from external sources? (Check all that apply) (fine)
  + The product has no image
  + The product has no customer reviews
  + Need additional information about the product
  + Want to compare price of product on another site
  + Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Discover preferences for browsing within particular categories (electronics)**

* When browsing for electronics, which of the following is your favorite method to use? (edited)
  + Search Bar
  + Filter Within Categories
  + Best Reviewed
  + Best Seller
  + “Recommended For You”
  + Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Why do you prefer to use the aforementioned method? (fine)
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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* How likely are you to look at the related electronics after you have bought something? (edited)
  + Not very likely
  + Somewhat likely
  + Very likely
  + Extremely likely

**Understand what product information customers value when searching for electronics.**

* Which product information aspects do you think are necessary when shopping for electronics? (Check all that apply) (edited)
  + Shipping cost
  + Time to ship
  + Customer reviews
  + Price
  + Product availability
  + Product images
  + Product specifications (Brand, dimensions, color, compatibility, etc)
  + Trustworthy retailer
  + Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Why do you prefer to use the aforementioned method? (fine)
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Which do you prefer to see right away when searching for an item? (Choose one) (edited)
  + Shipping cost
  + Time to ship
  + Customer reviews
  + Price
  + Product availability
  + Product images
  + Product specifications (Brand, dimensions, color, compatibility, etc)
  + Trustworthy retailer
  + Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* When shopping for electronics online, how often do you read customer reviews? (fine)
  + I never read customer reviews
  + I almost never read customer reviews
  + I sometimes read customer reviews
  + I always read customer reviews
* How important are customer reviews when looking for a product? (edited)
  + Not very important
  + Somewhat not important
  + Somewhat important
  + Very important
* How much do customer reviews affect your final decision when buying a product? (edited)
  + Not very much
  + Somewhat not much
  + Somewhat much
  + Very much