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MIN 240-001

Interview Notes

Intro

I interviewed my close associate Tylynn Lawson who is a frequent and avid shopper. She also has a deep passion for music and uses music streaming services daily.

Interview

What do you like least about shopping that you wish could be improved?  
  
T: I hate when a store is out of something, like I get it. It’s hard. But it’s annoying when a store is out of something or out of your size and then you must wait some weeks for it to come in.  
  
Why’s it so annoying?  
  
T: Because you usually need it for an event or you need a specific color or you’ve had your eye on it for a minute and it’s gone.  
Because if you love something in the store, you're going to buy it, so if it's not there it's bad.  
  
What do you think stores could do better to upkeep stock?  
  
T: keep track of what’s popular and don’t sell all of the stock out at one time instead of keeping some in the back. Because many times someone will like something and want to buy it but there will be no back stock of the item.  
  
Is it the same issue with online?  
  
T: No, it isn't typical for things to be sold out online.  
  
What if the store had very many different options instead of more back stock?  
  
T: Mostly when you go to the store you go because you need something soon and you have an idea and picture in your head of what you need, so if the store doesn’t have exactly what you need then other options don’t matter.  
  
What if your store could be like dominos where you ordered the clothes you want and it was someone’s job to go and get the item from back stock and bring it to you?  
  
T: Just take my money! Like, literally I'm sitting here trying to give you my money.  
  
Do you think that'd be helpful?  
  
T: Yes! Because it's nothing like needing something and the store being sold out or not having your size in what you need!  
  
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What do you like about your music streaming services and what do you not like?  
  
T: I like that I can have a playlist and then I pretty much look for a song and then I have it. And that I don’t have to pay for individual songs. I don’t like that some of the artists that you like or less popular songs aren't on there and you have to turn to something else to find it.  
  
Why is it annoying that everything’s not in the same place?  
  
T: Because when you make a playlist for something you can't always get to what you want, and then when you drive you would have to switch apps to find whatever song that you like and that can be dangerous.  
  
Why would it be dangerous to switch apps when driving?  
  
T: Because you're not focusing on driving and if you are using GPS, you can’t stream and use GPS at the same time so it makes things difficult.  
  
What do you think would help streaming and driving?  
  
T: Listening to music is fine, but if they had everything in one place then it'd be much better.  
  
What if there was a streaming service that combined the libraries of all the services you were subscribed in one application?  
  
T: That would be lit.