

Assignment Template: Conducting User Interviews

Fill out the sections below after completing your user interview. Replace the guidance in parentheses with your notes.

Task 1: Introduction and consent

Briefly introduce yourself, explain the purpose of the interview, and note the participant's first name and age range. Confirm that they consent to you taking notes.

Hi, I'm Alex, a UX researcher. Today, we're going to discuss your experiences with handmade products and online shopping. Your insights will help us improve the user experience for an online handmade goods platform. Your name is Sarah, and you're in the 25-34 age range. Is it okay if I take notes during our conversation?

Sarah agrees, and I begin taking notes.

Task 2: Shopping habits and motivations

(Summarize the participant's past experiences with handmade or artisanal products, how they shop, and what motivates their purchases. Include any platforms or shops they prefer and whether they shop more for themselves or others.)

Sarah mentioned that she loves supporting local artisans and has bought handmade jewelry and pottery in the past. She shops for herself and as gifts for friends and family. She usually discovers products through Instagram and Pinterest, appreciating the visual appeal and authenticity. Sarah often visits Etsy and local artisan markets for unique, one-of-a-kind items. Her motivation is driven by the uniqueness of the products and the desire to support small businesses.

Task 3: Trust and product confidence

(Write down what details make the participant trust a handmade product or seller. Include whether artisan stories, reviews, or transparency influence their decision.)

Sarah builds trust through detailed product descriptions, high-quality images, and reviews from other customers. She values transparency about the materials used and the crafting process. Sarah appreciates when artisans share their stories and the inspiration behind their work. She also looks for sellers with good ratings and positive feedback. The emotional connection she feels with the artisan's story plays a significant role in her purchasing decisions.

Task 4: Navigation preferences

(Describe how the participant prefers to browse or search for items online. Note filters, sorting options, and any features that make the shopping experience easier or more enjoyable.)

Sarah prefers a clean, intuitive interface with clear categories and filters. She likes to sort products by price, popularity, and new arrivals. Personalized recommendations based on her browsing history are also appealing. She finds that a search bar with autocomplete and the ability to filter by material, color, and size enhances her shopping experience. Sarah appreciates a "Recently Viewed" section for easy access to items she's considered.

Task 5: Checkout expectations

(Record what the participant expects from a smooth checkout experience. Include preferences for guest checkout or account creation, and what they want to see before confirming an order.)

Sarah expects a seamless checkout process with a clear summary of her order, including item details, quantities, and total cost. She prefers a guest checkout option for convenience and privacy. She wants to see a secure payment badge and a clear privacy policy. Sarah also values a confirmation email with order details and estimated delivery times. She mentioned that a "Save for Later" feature would be useful for when she's not ready to purchase immediately.

Reflection

(Take 5 to 10 minutes to reflect on the interview. Using this template as a reference, summarize key insights about the participant's behaviors, pain points, emotions, and motivations. This will help in future steps like empathy maps or personas.)

During the interview, Sarah's insights highlighted the importance of storytelling and transparency in building trust with customers. Her preference for visual platforms like Instagram and Pinterest indicates a strong influence of aesthetic appeal and social proof in her purchasing decisions. Sarah's emphasis on detailed product descriptions and artisan stories suggests that an emotional connection is crucial for her confidence in handmade products.

Her navigation preferences underscore the need for a user-friendly interface with robust filtering and sorting options, reflecting her desire for a personalized and efficient shopping experience. In terms of checkout, Sarah's expectations align with a streamlined, secure process that respects her privacy and provides clear order confirmation.

Key behaviors and pain points include the need for trust signals such as reviews and artisan stories, the importance of visual appeal, and the convenience of a guest checkout. Emotionally, Sarah is motivated by supporting artisans and finding unique, meaningful products. These insights can inform the development of an empathy map and persona, focusing on the emotional and functional aspects of her shopping journey.

