Interview Plan for "Dorji's Online Flower Shop"

1. Objective

Understand the needs, preferences, and pain points of potential users while shopping for flowers online.

2. Participant Selection

  - Aim for a diverse group, including:

    - Frequent flower buyers

    - Occasional buyers

3. Interview Structure

  - Duration: 5-10 minutes per participant

  - Format: In-person

  - Approach: Start with general questions to establish context, then dive into specific questions related to the web app's design and features.

4. Interview Questions

I.   Can you describe the last time you bought flowers online? What was the experience like?
II.   What factors do you consider when buying flowers online (e.g., price, delivery speed, customization)?
III.   Do you prefer browsing by category, searching for specific flowers, or using a voice search?
IV.   What challenges or frustrations do you face when buying flowers online?
V.   How do you prefer to track your orders?

Customer response:

Frequent Buyer (Tshering)

Can you describe the last time you bought flowers online? What was the experience like?

- **Response**: "It was mostly fine, but it took too long to customize the bouquet, and the checkout process was slow."

- **Insight**: Need for faster customization and a streamlined checkout process.

What factors do you consider when buying flowers online (e.g., price, delivery speed, customization)?

- **Response**: "Customization is the most important for me, followed by delivery speed. I want to add a personal touch quickly."

- **Insight**: Frequent buyers prioritize customization and speed, so the design should focus on making customization easy and quick.

Do you prefer browsing by category, searching for specific flowers, or using a voice search?

- **Response**: "I usually know what I want, so a search bar works best for me."

- **Insight**: Frequent buyers benefit from a prominently placed search bar for quick access to specific flowers.

What challenges or frustrations do you face when buying flowers online?

- **Response**: "Long checkout processes and limited customization options frustrate me."

- **Insight**: Focus on reducing the number of steps in the checkout process and expanding customization options.

How do you prefer to track your orders?

- **Response**: "I prefer real-time tracking via SMS or in-app notifications."

- **Insight**: Integrate clear order tracking features that provide real-time updates.

Customer response:

Occasional Buyer (Karma)

Can you describe the last time you bought flowers online? What was the experience like?

- **Response**: "I had trouble finding the right category, and the delivery options were not clear."

- **Insight**: Ensure clear categories and prominently display delivery information.

factors do you consider when buying flowers online?

- **Response**: "I usually look for flowers by occasion, and I need to see delivery details upfront."
- **Insight**: Design should offer category-based navigation with visible delivery information to guide occasional buyers.

Do you prefer browsing by category, searching for specific flowers, or using a voice search?

- **Response**: "Browsing by category works best for me since I often buy flowers for specific occasions."
- **Insight**: Category-based browsing should be a central feature of the website.

What challenges or frustrations do you face when buying flowers online?

- **Response**: "Unclear delivery times and complicated checkout frustrate me the most."
- **Insight**: Clearly display delivery times on product pages and simplify the checkout process.

How do you prefer to track your orders?

- **Response**: "I like getting email updates about my order."
- **Insight**: Include email notifications for order tracking and updates, as its preferred by occasional buyers.
-

Important Insights

- **Frequent Buyers**: Need fast customization, quick checkout, and saved preferences.

- **Occasional Buyers**: Need clear categories, simple navigation, and reliable delivery information.