

Interview Plan for "DP's Perfume Shop"

1. Objective

Understand the needs, preferences, and challenges faced by Tenzin, an occasional perfume buyer in Bhutan, where no dedicated online perfume shops currently exist.

2. Participant Selection

Participant: Tenzin (perfume Buyer)

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 perfume online? What was the experience like?
- II. What factors do you consider when buying perfumes online (e.g., price, scent descriptions, delivery options)?
- III. Do you prefer browsing by category, searching for specific perfumes, or using a recommendations section?
- IV. What challenges or frustrations do you face when buying perfumes online?
- V. How do you prefer to track your orders?

Customer response:

Interview with Tenzin (Occasional Buyer)

- **Can you describe the last time you bought perfume online? What was the experience like?**
 - Response: "I haven't bought perfumes online in Bhutan because there aren't any dedicated online stores. I usually rely on international sites, which come with long delivery times and high shipping fees."
 - Insight: Highlight the opportunity to create Bhutan's first dedicated online perfume shop, focusing on local availability and fast delivery.
- **What factors do you consider when buying perfumes online (e.g., price, scent descriptions, delivery options)?**
 - Response: "Scent descriptions and delivery options are important, but I also check reviews to get an idea of what others think."
 - Insight: The shop should offer detailed product information, competitive pricing, and reliable local delivery options.
- **Do you prefer browsing by category, searching for specific perfumes, or using a recommendations section?**
 - Response: "Browsing by category helps, but I like when there's a section for recommendations based on popular choices."
 - Insight: Implement category-based browsing and a recommendations section to help occasional buyers.
- **What challenges or frustrations do you face when buying perfumes online?**
 - Response: "International sites sometimes lack accurate scent descriptions, and it's hard to trust the authenticity of products."
 - Insight: Ensure detailed, trustworthy scent descriptions and guarantee product authenticity.
- **How do you prefer to track your orders?**
 - Response: "I prefer getting updates through email so I can check the status when needed."
 - Insight: Integrate email notifications for order tracking and updates.

Important Insights from Tenzin's Interview

- **Product Information:** Users need detailed and accurate scent descriptions along with customer reviews to make informed decisions.
- **Navigation Preference:** Occasional buyers benefit from browsing by category and personalized recommendations.
- **Order Tracking:** Email notifications for order status updates are preferred.
- **Checkout Process:** Simplify the checkout to reduce frustration and ensure a seamless shopping experience.