

Interview Plan for "Dorji's Online Bakery Shop"

1. Objective

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

2. Participant Selection

- Aim for a diverse group, including:
- Frequent bakery item 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

1. Can you describe the last time you bought bakery items online? What was the experience like?
2. What factors do you consider when buying bakery items online (e.g., price, freshness, delivery speed, customization)?
3. Do you prefer browsing by category, searching for specific items, or using a recommendations section?
4. What challenges or frustrations do you face when buying bakery items online?
5. How do you prefer to track your orders?

Customer Responses & Insights

Frequent Buyer (Tshering)

- Can you describe the last time you bought bakery items online? What was the experience like?

- Response: "It was mostly fine, but I had to go through too many steps to add customizations, and the checkout was a bit slow."

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

- What factors do you consider when buying bakery items online (e.g., price, freshness, delivery speed, customization)?

- Response: "Freshness is most important to me, followed by quick customization options and delivery speed."

- Insight: Frequent buyers prioritize freshness and quick customization; design should focus on easy and fast customization options.

- Do you prefer browsing by category, searching for specific items, or using a recommendations section?

- Response: "I know what I want most of the time, so a search bar is essential for me."

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

- What challenges or frustrations do you face when buying bakery items online?

- Response: "The checkout process is too long, and sometimes customization options are limited."

- Insight: Simplify checkout steps and expand customization options.

- How do you prefer to track your orders?

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

- Insight: Provide real-time tracking options through SMS or in-app notifications for frequent buyers.

Occasional Buyer (Karma)

- Can you describe the last time you bought bakery items online? What was the experience like?

- Response: "I had trouble finding the right categories, and delivery options weren't clear."
- Insight: Ensure clear categories and prominently display delivery information.

- What factors do you consider when buying bakery items online (e.g., price, freshness, delivery speed, customization)?

- Response: "I look for occasion-specific items, and I like to see delivery details upfront."
- Insight: Include category-based navigation and display delivery information prominently for occasional buyers.

- Do you prefer browsing by category, searching for specific items, or using a recommendations section?

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

- What challenges or frustrations do you face when buying bakery items online?

- Response: "Unclear delivery times and complicated checkout processes are frustrating."
- Insight: Clearly display delivery times on product pages and simplify the checkout process.

- How do you prefer to track your orders?

- Response: "I prefer receiving email updates about my order status."
- Insight: Include email notifications for order tracking and updates, as preferred by occasional buyers.

Important Insights

- Frequent Buyers: Need fast customization, quick checkout, and saved preferences for a seamless experience.
- Occasional Buyers: Need clear categories, simple navigation, and reliable delivery information upfront.