

## **DOCUMENT THE INTERVIEW QUESTIONS AND THEIR PURPOSES**

### **UNIVERSITY MARKETPLACE / BARTERING APP**

#### **Consent & Introduction**

**1. Do you consent to being recorded for analysis purposes?**

*Purpose: Ensure ethical compliance and obtain consent for recording the interview.*

#### **Background Questions (Understanding the Interviewee)**

**2. What year are you in, and what are you studying?**

*Purpose: Understand the respondent's academic background and field of study.*

**3. How often do you need specific academic resources (textbooks, calculators, lab equipment, etc.) for your courses?**

*Purpose: Identify the frequency of need for academic materials to gauge demand for the platform.*

**4. Do you typically buy new or second-hand materials? What influences your decision?**

*Purpose: Understand purchasing behavior and factors that influence buying choices.*

#### **Pain Points (Identifying Problems)**

**5. Can you tell me about the last time you had difficulty finding a specific academic resource (e.g., a textbook or lab equipment)?**

*Purpose: Identify common challenges students face in acquiring academic materials.*

**6. Have you ever used a social network group (e.g., Facebook, WhatsApp) to find or sell academic materials? How was your experience with it?**

*Purpose: Assess whether students currently use social networks for this purpose and their satisfaction with existing solutions.*

**7. Have you ever been in a situation where you had an unused academic resource after a course? What did you do with it?**

*Purpose: Understand how students currently handle unused materials and whether they seek ways to resell or donate them.*

**8. In your opinion, what is missing from existing online marketplaces or social network groups when it comes to buying or selling academic materials?**

*Purpose: Identify gaps in existing solutions and potential areas for improvement.*

### **Concept Feedback (Assessing Interest & Platform Features)**

- 9. Would you be interested in using a platform specifically for buying, selling, or exchanging academic materials at your university? Why or why not?**

*Purpose: Gauge interest in a dedicated marketplace for academic materials.*

- 10. What features would be most important for you in such a platform (e.g., categories by course, search bar, filters for condition/price)?**

*Purpose: Identify key functionalities that would enhance user experience.*

- 11. Would you find it helpful if there were a section dedicated to bartering or exchanging materials instead of just buying and selling?**

*Purpose: Assess demand for a barter system and its potential complications.*

- 12. Do you think students would be willing to use the platform to buy second-hand textbooks, lab equipment, or other academic materials? What factors would encourage or discourage them from doing so?**

*Purpose: Understand the perceived value of second-hand materials and factors affecting their adoption.*

- 13. Would you use the platform if it offered the option to rent materials for short-term needs (e.g., for the duration of a class or project)?**

*Purpose: Evaluate interest in a rental feature for academic materials.*

### **Trust & Community Features**

- 14. How important is it for you to trust the people you're buying or exchanging materials from? What would make you feel confident in a transaction?**

*Purpose: Identify trust concerns and requirements for a secure marketplace.*

- 15. What kind of measures (e.g., verified listings, campus-based collection points, user ratings) would you need to feel confident in using this platform?**

*Purpose: Explore security features that would enhance trust in the platform.*

- 16. Would you like to see additional services on the platform, such as tutoring or sharing study notes?**

*Purpose: Assess demand for complementary academic services beyond buying and selling materials.*

### **Additional Thoughts (Exploring Adoption & Sustainability)**

**17. What would make you more likely to use the platform regularly?**

*Purpose: Identify factors that would drive consistent engagement with the platform.*

**18. Would you prefer to use real money for transactions or a points-based system where you could earn credits by contributing? Why?**

*Purpose: Understand user preference for the payment model (monetary vs. credit-based).*

**19. Would you suggest any improvements or additional features that would make the platform more useful for students?**

*Purpose: Gather ideas for enhancing the platform's functionality.*

**20. If you had a choice between a marketplace that's easy to use but with a small commission fee or a marketplace that's free to use but less user-friendly, which would you prefer?**

*Purpose: Understand user preference between usability and cost to inform pricing strategy.*