

	Interview Questions	Interview 1	Interview 2	Interview 3	Interview 4	Interview 5	Interview 6	Interview 7
	Name	Adriana Silva	Chana Pickett	Stephanie	Eddie	Thomas	Rob	Kenneth
	Age	28	28	32	34	38	44	62
	Occupation	Teacher's Assistant	Student	Animator	Animator	IT Support Projects	Senior Technical Analyst (IT)	CTE Teacher
	Gender	F	F	F	M	M	M	M
	Kids	0	0	0	0	0	0	2
1	What electronics do you use?	Computer, phone, tablet, PS4, Nintendo, Xbox	laptops, cellphones, Nintendo Switch, PS4, Oculus Quest	iPad Pro, Wacom Cintiq, Nintendo Switch, MacBook Pro for work. PC for home (desktop). Occulars Kit	iPad, desktop (alienware), laptop (Razor). Switch, PS4	TV, internet router, PC, laptop, phone	Mobile devices iPhone/iPad, Gaming PC, Xbox, Music recording equipment, Smart TV, Nest, CC cameras.	Personal: Cell phone, laptop, and desktop Work: video and audio equipment
2	What do you use your electronics for? (Personal, work, etc)	Personal, gaming	Entertainment, School Work	Artwork & Gaming. Mobile games for research at work. Character animation for casual mobile games catering to the gambling market.	iPad for sketching and drawing. Desktop for art and animation and gaming	PC and laptop use for work and personal along with internet	Mostly personal entertainment, artistic creativity. For work I use a variety of equipment, servers, switches, routers, telecomm. (Personal, work, etc)	Grading, ordering stuff, and programming
3	What brand are your electronics?	Android, PS4, Nintenedo, Xbox	Depends - Tend to like Android more.	Work: Mac Home: prefer PC		PC is custom made, TV is weird Chinese knockoff brand, internet is Asus, work laptop a Dell	Varied/mixed, mobile devices are mostly Apple. At work we use Dell primarily.	Samsung, Apple, Black Magic, and Avid
4	Why did you choose those brands?	What she was raised with/feels comfortable with, likes	Android - easier to use, cheaper, more free programs to work with. (Like applications games & health related things)	Like iPad Pro for the Apple Pencil because you can draw and animate on the go. Like MacBook Pro bc it can run art programs smoothly compared	Alienware and Razor, saw ads online and reviews praising them for gaming. They are good machines for running adobe prodcuts. iPad because of apps for	Laptop I chose, because it's what we have at work, PC, it was custom it's my home, so I did it however I want to do it. The Internet router that I use, I picked out	Either by reviews or from peer input or personal experience.	I consider them the best for their use.
5	Do you know what VR/AR is?	Yes	Yes	Yes	Yes	Yes, both	Yes	Yes
6	Do you use VR/AR?	Yes	Yes	Not really	Yes	I use VR and occasionally AR	Yes	Yes
7	What apps/devices do you use with VR/AR?	PS4	VR set - Oculus Quest.	AR eats battery on iPhones Work has found tik tok and Instagram Occuculus for VR. And only ones for AR are instagram filters	Don't use Oculus too often. If on it will be on there 3 hours. A couple time a months. Gaming: action platformers - Mario 64. 1st person shooters	AR is just mainly as a fun tool. You know weird apps, things I like to try out. I don't actively use it. AR I just have occasionally used it with my phone, and I did Pokemon Go, years ago when it first came out. that's the	HTC Vive setup for roomscale.	Oculus GO/Rift and Vuze Vuze 360
8	What do you use VR/AR for? (Business, individual, gamer, educator, etc)	Gaming	Games and Educational Content. Apps allow you to explore a space station.	Games. -- knows a popular chat platform	Gaming	98% Gaming	Mostly gaming at this point.	We use it for educational learning and creating 360 video
9	How do you determine which VR/AR products to purchase?	Research, reviews	Price Accessibility to apps (like Google and YouTube)	Purchasded Oculus into	Go through reviews so that no one is talking about getting motion sickness Goes off of how immersive the experience. How much the game pulls you in.	Yeah so VR I would use really just Steam reviews because I'm only playing games, word-of-mouth from friends who have VR headsets, and interesting articles I've read about something.	By reviews mostly, I chose HTC because they partnered with Steam/Valve which is a company I know and respect.	I research online and word-of-mouth
10	Do you prefer to shop online or at a brick and mortar?	Online, doesn't like to leave house	Online: usually cheaper, you can look at more prices and compare them with other competitors. Can find good deals during holidays and more slections.	Prefer shopping online in general if not needing it immediately. You can compare prices and also plan for groceries, can put them on a schedule.	Prefer Online shopping because it's easy. Can easily search and get next day shipping Amazon). Likes filters	I prefer to shop online for better deals and there really aren't brick and mortar places that sell those kind of things. Headsets are really hard to find in person. At least, good ones. And because I don't like going to BestBuy.	Prefer Online	Online. Because it's hard to find them in-store
11	When's the last time you shopped online and how was your experience?	Last week, good experience on Amazon. Can find items easily, delivery fast. Lots of	Today (Nov 3rd). It was a good experience with Brickseek. Being able to shop	Last week. Simple and to the point. Amazon and ModCloth.	Last week. Amazon. Bought Amazon Gift cards for sister.	I shopped online about 30 minutes ago. Yeah, I was trying to, I was going to buy a new	Recently.	Yesterday

	(How did that make you feel?)		Happy because there are a lot of good deals. Don't normally like to ask through chat or	Amazon has what they need generally and ModCloth has specifics. Amazon is like a walmart online		I felt non-committal, there was absolutely nothing about it I would needed and it was a necessity, so it	It was ok, pretty quick.	Pretty easy and painless.
12	What device did you use to order online?	Phone, easy, accessible, quick, always with her	Either phone or laptop. Preference for Laptop bc	PC to shop online. Don't like to use mobile because bad	Desktop: shopping and personal work. Uses laptop for the VR stuff.	Phone and app	Either PC or mobile device.	Desktop
13	What other e-commerce websites do you like to shop on?	GameStop because they have lots of sales on games that interest her	Amazon New Egg Ebay Facebook Marketplace	Mostly Amazon and ModCloth Husbands usually buy the electronics	Best Buy and mostly on Amazon. If can't find on rare occasion in Amazon, will purchase online because of teh next day shipping.	I primarily use Amazon. I use steam and epic for buying games. I use Google Play for books and apps.	Amazon, eBay, automotive parts sites.	B&H, Amazon
	(Why?)					I got a really good deal from them.	Ease of use and quick checkout times.	
14	What makes you trust an online shopping site?	Brand heritage, history, past experience, suggestions, mainly reviews.	Repeated successful Interactions with them. Good communication if there is an issues. Ex: if there was a	Before ordering anywhere will always look at reviews. Specifically will look at 1 and 2 star reviews first. Because doesn't	Went on Amazon because a lot of their friends were using it and it pulled him in.	That would primarily be reputable business practices, not business practice for all though because Amazon has terrible business practices. As long as I	Popularity, encryption, terms of sales and no hassle returns.	I only trust a few. I don't shop on anything I don't know already. Reputable and familiar.
			Read manga through Oculus. Makes it a full screen and you can lie down.					
			Use it once a week: mostly educational content					
			Boyfriend uses it for games.					
			Tried using phone for VR, but it has bad battery life and it's fuzzy bc of less resolution on your phone. Has iPhone 5S.					
	Frustrations with online shopping					That would be bad shipment times. Recommendations that are not exactly what I'm looking for. Reviews that are padded. Where like, there's people that are doing five star reviews because it's a weird knockoff company somewhere and they just give five star reviews they could buy reviews.		
	Positive online experience					Sometimes it's better to have less of a selection of things. I was looking up for a mattress pad and just how many things are on there with all these different, like, trying to figure out what's going to be a better price what has decent reviews so trying to make sure I'm sorting by the correct stuff. Making sure that things are remembering filters if I want to see how I want to sort.		
	BUSINESS							

					<p>Yes, I am responsible for purchasing some equipment for business related purchases we're generally looking at some sort of service agreement.</p> <p>We are more willing to pay higher end, if we know that we're going to have a longer term service contract with them. If we know that we're going to be able to get say three year warranty versus a one year warranty. And what that level of service entails. Will it be ship it away. Will it be somebody comes out and repair something.</p> <p>So really service ability is, is the main key that we do. Customer Services, one thing that we do, but it's not as we don't search for customer service as much as we searched for like kind of a good price with a good warranty.</p>	<p>Anything small is approved in-house, but larger purchases have to be approved by our corporation. Most decisions are driven by a business need, either more storage or making applications run faster. We're always upgrading infrastructure, servers, PCs, network gear.</p>	<p>Based on the need to replace equipment or grow program.</p>
	1. What is your criteria for making business-related purchases or purchases for your business?						
	2. What criteria do you have to get approved for to purchase for the business/company/district?				<p>The criteria we used to purchase really is, is what I said it's about the price and the warranty, kind of a combination of the two.</p>	<p>For applications/software they must be vetted by our security team and have a full risk assessment done. ISA/B2B documentation.</p>	<p>Only thing I need to get approved is any single item over \$1000.</p>
	3. How do you do research for the products that you are purchasing for your business? - Do you go online and navigate the website on your own? - Do you prefer a point of contact from the company you are interested in purchasing from?				<p>If it's something that we are buying that is not part of our normal purchasing process, if we're buying it kind of a one off we will definitely just search around until we find something that exactly what we need.</p> <p>But we also use some third party vendors to do some purchasing for us, especially for let's say site openings. They're the ones who do with all the contracts, etc. And so they'll do the bulk purchasing and we just buy from them basically.</p>	<p>Bigger purchases are determined by our corporation.</p> <p>Sometimes.</p> <p>It can help.</p>	<p>Research online and look for reviews and speak to industry professionals</p> <p>- Yes</p> <p>- Yes. I get that from B&H not Amazon</p>
	4. When you need help making or inquiring about your business purchase, do you prefer to call or chat in for help? (Are there any other methods they prefer?)				<p>Preferred contact depends on the company. I don't necessarily like getting hounded for them to order more stuff when I may have just bought a one off purchase.</p> <p>I prefer chat for contacting customer service but phone is, it's, it's really just dependent on the company.</p> <p>I will say that I do not like AI chats are automated phone, I want to get ahold of somebody for either of those cases.</p>	<p>I do both, mostly chat.</p>	<p>I prefer to call.</p>

					<p>Generally when we buy a brand, it's because, as some people may have specified it like a designer may specify that they needed that Apple product, so we're kind of stuck with Apple.</p> <p>We go with we've used Dell for our purchasing of other equipment, generally because their warranty work is really good for us, they do on site next day repairs. And we need to make sure that we have something down for the minimum amount of time.</p>		
	5. How does your business go about choosing a brand to go with for their purchases?					Again, unfortunately a lot of those decisions are made for us by our company so I don't have those details.	Need and recommendations from professionals and online reviews.