

Participant 1:
Anonymous

Behaviors/Attitudes

Needs/Goals

Frustrations

Quotes & Facts

I am a cannabis user more for relaxation, anxiety, sleep. Trying to use more for medical reasons

I purchased something online, like a weed ago.

I prefer shopping online, although I shop twice a month.

When I purchase in Amazon I need to see the reviews before purchasing the object.

If it is weed related I prefer having two password verifications, one at the beginning and another in checkout.

It is a hassle going shopping.

What frustrates me is when you sign in and it loses the item.

"I like Amazon because there is a lot, when I purchase something I like to know I am getting good quality of something. I read reviews, comments from the items or business."

"If you have already an account a lot of the information would be saved so signing in initially, and then a pin after won't be bad."

It easier shopping online than going to a store.

If I do buy online it is usually through Amazon.

I like Amazon because they have a lot of options.

Signing in before is easier if it remembers you.

i like going to the store because I enjoy talking to budtenders. Asking what is fresh or new.

The recreational store which I like is about 30 minutes away, so I end up going to a dispensary.

I do not know how to get cryptocurrency or how to use it.

"Umm, I mean I would say I prefer online if I know what I want to buy. But there is an enjoyment of talking to bartenders."

"I mean I've heard varying thing I am pretty open minded and think it is going to be the money of our future."

I like that they have similar items below for me to check out.

I scroll to look at what items are available.

I will search for the item that I want to purchase.

I definitely wouldn't want to create a separate account of crypto to pay.

I would enjoy total transparency: how much is the exchange from US to crypto, would it be financially a good choice.

"I would enjoy total transparency, do I need to buy 50 bitcoins, how much is it what percentage are you keeping of that, I like to know if that would be financially good choice."

I like to refine my search, maybe toggle on Prime.

I put it in my cart and that's it.

I do like that Amazon keeps you signed in

I prefer the app to retrieve the money from my credit card, but not make me register to have crypto hanging.

In recreational places I pay with card, but in medical places I have only paid with cash.

I paid with credit card when buying online.

I bought online, because of COVID. They couldn't have people in store.

I have heard various things about cryptocurrency, and I am very open minded about it.

I heard cryptocurrency has safe security and a certain anonymity.

I think cryptocurrency is the money of the future, and we are becoming more and more digital.

I know how exchanging money goes, and that is something very convenient.

Participant 2:
Jeffrey

Behaviors/Attitudes

I do try to buy locally but sometimes I buy online because it is much cheaper and easier.

I shop more in Amazon, I am embarrassed to say that but I try to limit my shopping. I try to get things other places if I can.

First, I have to google it and find the product. Then put in the card, and put information, which I autofill everything, name, credit card, everything. And then place the order.

I use PayPal whenever I can, but when I can't I just do the autofill.

I use PayPal because it is safer to use, that is what it claims to be anyways. Easier access as well.

I've always liked to smoke, since I was a teenagers.

Have not purchased online, but I did search them online and call and placed an order when they were curbside pick ups.

I was going to order online, but I wanted to speak with someone cause I had questions about products and things.

They have a really good online thing to show products and prizes but I like to ask the Budtender what they recommend and smell the product. I ask them what does it smell like, I do like to talk to them

I don't know much about it I know it is digital currency. Uhh supposed it is actual money. I have never messed with it, I just heard about it a little bit.

If cryptocurrency was made simple, I will not hesitate on using it.

Needs/Goals

Autofill saves a lot of time.

I would like the login to be easy. There are places that make you do one at the beginning and end, and when you place an order, that seems too much. Just keep it simple, even with cannabis.

I like going to my dispensary because they give you points and rewards.

Well if the page had cryptocurrency have a brief description about it. Or if it was made simple. Have some clear instructions.

Frustrations

Only one login, having more than one is too much.

Quotes & Facts

"Just one first that makes it easier, some places make you do one at the beginning and end and when you place an order but that is too much. Just make it simple. Even if it is cannabis I will prefer only one."

"I went back to my dispensary. I get points. They have a point system, they have a lot of good deals that I like."

"I'll be willing to look into that if it was made simple. I would not be afraid to use it."

Participant 3:
Lexi

Behaviors/Attitudes

Needs/Goals

Frustrations

Quotes & Facts

I like that I have an iPhone because you have your wallet on the phone, you just have to click pay with passcode.

I shopped online pretty recently, maybe a week ago. I do it probably once a week.

My go to store is probably Amazon, I can just order anything there. Car products to make-up.

I like that you can have a wishlist and share with people. Everyone can see what you like.

I would like guidance, you read through something and just check off I understand. Just a brief summary of what something means.

My concerns are: would you only use it to pay for something or would it be set up as an account? Would you have all of this cryptocurrency there and just pull from it? I think I don't understand it full to use it.

I usually use my debit card, instead of adding a third party. I don't want to deal with third parties, just deal with who I am ordering and not have too many hads there.

"Maybe I would like guidance, you know when you read through something and just check off I understand. Just a brief summary of what that means, I think most people will be okay with it.

"I would prefer to them ask twice, or at least have a way of identifying who the person is. A double verification that way just to feel secure it is coming to me and not get the wrong address."

I start searching for something I really like, put it in my cart and then get distracted by other products, which I end up buying as well.

Before checking out I make sure that I really like the products selected, see if they are worth buying. Then since I have my card registered, I just click.

I start searching for something I really like, put it in my cart and then get distracted by other products, which I end up buying as well.

I look at a lot of reviews, because that lets me know if people are happy with it. I also like to leave reviews if I like the product.

On a regular online store I like to sign in at the beginning, not be bothered during the middle.

"I can definitely see the benefit in it, it seems a lot easier than turning money into different forms: pesos, colones. It is just a lot easier because it is something you can use anywhere."

"I like going to the dispensary but I think I would like to order it online. I do like going to ask what they recommend, but I like to try things for the first time myself."

I like it because it's a way of relaxing after a stressful day or a way to loosen up a little bit.

I like that you can smoke it or ingest it. It comes in wax and oils. You don't wake up with a hangover and I feel like it has a lot of healing properties.

I do like it socially is another way you can connect with others. I have friends come over and we paint and smoke.

I look at a lot of reviews, because that lets me know if people are happy with it. I also like to leave reviews if I like the product.

If it is a cannabis store, I would like to register my information for easy sign in. Then when I add everything and go to the checkout have a double verification, that way I feel secure.

Normally I go to a dispensary. I do have friends who grow plants, so I get things from them. I have a plant myself for the very first time.

I have purchased for curbside pick up. I search what they had online and picked up on the curb.

I like seen all colored packages, edibles, wax, oils, I like being able to have a variety. Pick and choose what I like.

I would prefer shopping online or going to the dispensary, because I can see everything versus going to my friends. They have limited products.

I like going to the dispensary, but I think I would like to order it online. I do like asking what they recommend, but I like to try things for the first time myself.

I don't know every much about it at all. Is that another type of money like maybe bitcoins? I looked it up a little bit because of "cash pay".

I see the benefit in it, it seems a lot easier than turning money into different currencies. It is just a lot easier because you can use anywhere.

If they are just requiring me to pay with the cryptocurrency as long as I'm able to make that switch happen I wouldn't have a problem at all because it is just another type of payment, it would be like a third party.

Payment Method

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Buying Cannabis

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Online Store Experience

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Login/ Sign Up Process

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Knowledge of Crypto

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Purchase with Crypto

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"I would enjoy total transparency, do I need to buy 50 bitcoins, how much is it what percentage are you keeping of that, I like to know if that would be financially good choice."

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App Features

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