



# **GPSBud Interviews**

# Interview Objectives

- Identify why most cannabis consumer do not purchase online.
- List user suggestions about competing markets, be it a dispensary, caregiver or online website.
- Understand their concerns of using cryptocurrency as a payment method
- Identify what they do know about cryptocurrency in more specifics
- Understand more in depth there approach towards this payment method (cryptocurrency)
- Identify there most frequented payment method, especially the why.
- Find out why their favorite online store is their go to

# Participant Criteria

- Age range: 25 up
- They should have a medical license and be frequent cannabis consumers. Our store is online, so preferable they love doing some online shopping. We are focusing on a fairly new trend, purchasing with cryptocurrency, so it would be best if our participants be open minded to technology advancement.
- Location is key. They should live in any of the following states: Michigan, California, Colorado, Massachusetts, Nevada, Washington, Illinois.



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# **Interview Script**

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# Interview Intro

"Hello! My name is Mei Lisa Acevedo and I will be the moderator for today's interview. I will be asking you a set of open-ended question about your thoughts of purchasing cannabis online and what do you know about cryptocurrency. There are no right and wrong answer, so feel relax to answer with whatever comes to mind. If any questions come up, feel free to ask.  
The interview will take at least 30 minutes or less.  
Thank you for your time and participation!"

For recording sessions: [Recording Permission Form](#)

# Interview Questions

1. When was the last time you purchased anything online? If possible, about how often do you shop online? What is your favorite online store and why?
2. Can you provide a simple glance, from beginning to end, of the process you go through when purchasing online? How do you feel when you go through the checkout and it asks you to login or sign up? Would you prefer that process at the beginning or at the end?
3. What type of payment method do you usually use, and why do you prefer that one?
4. Why are you a cannabis consumer?
5. Where do you usually buy your cannabis and why? Have you heard of purchasing it online, what are your thoughts on that? If you have done it before, why do you purchase online? What is the difference between the other businesses and online?
6. What have you heard about cryptocurrency?
7. What are your thoughts about using cryptocurrency as money? Are there any concerns about using it?
8. What type of information would you like the store to provide if they are requesting you to purchase your product with a specific payment method?



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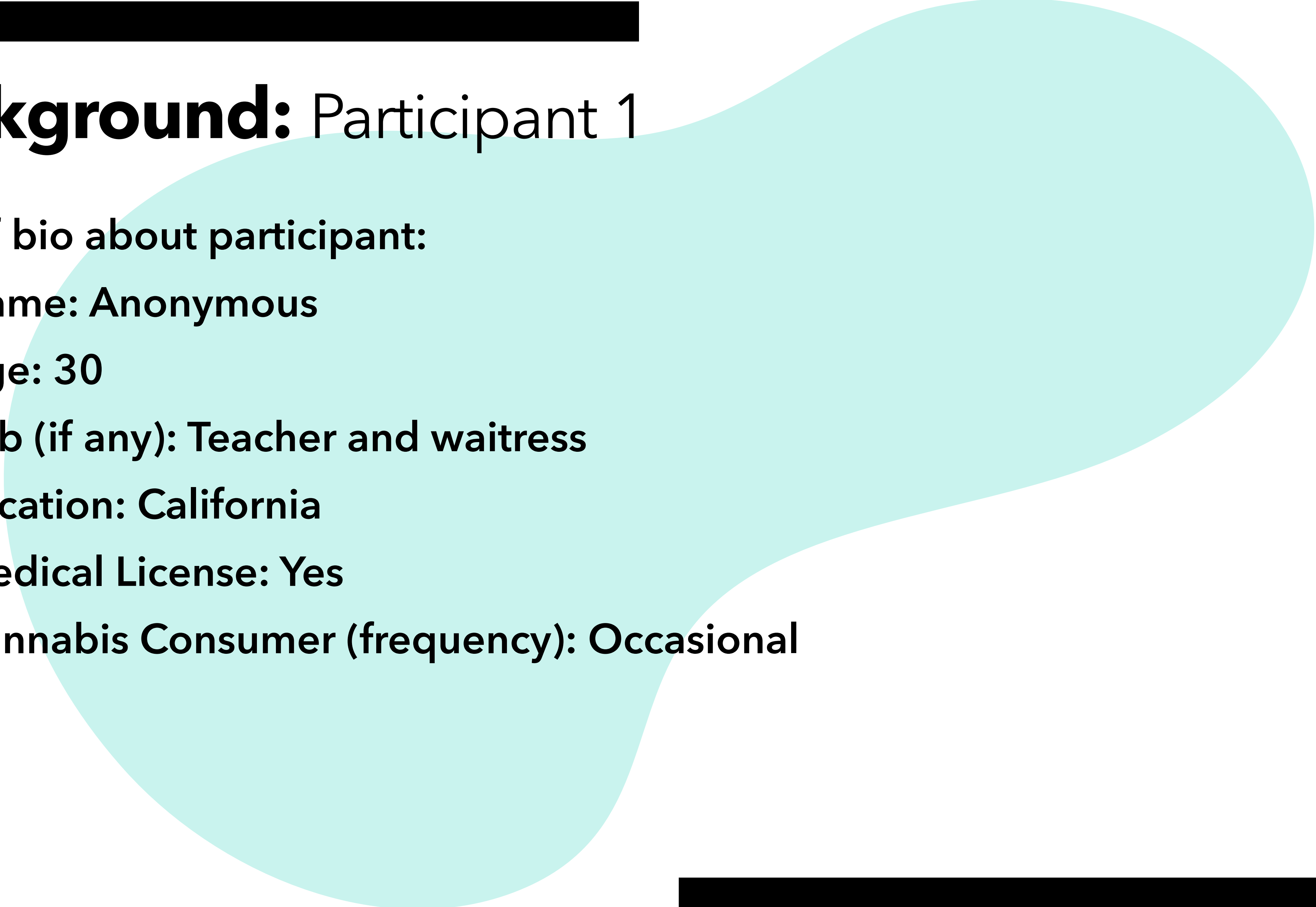
# **Participants Background & Findings**

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# **Background:** Participant 1

**Brief bio about participant:**

- **Name: Anonymous**
  - **Age: 30**
  - **Job (if any): Teacher and waitress**
  - **Location: California**
  - **Medical License: Yes**
  - **Cannabis Consumer (frequency): Occasional**
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# Findings: Participant 1

## Behaviors/Attitudes

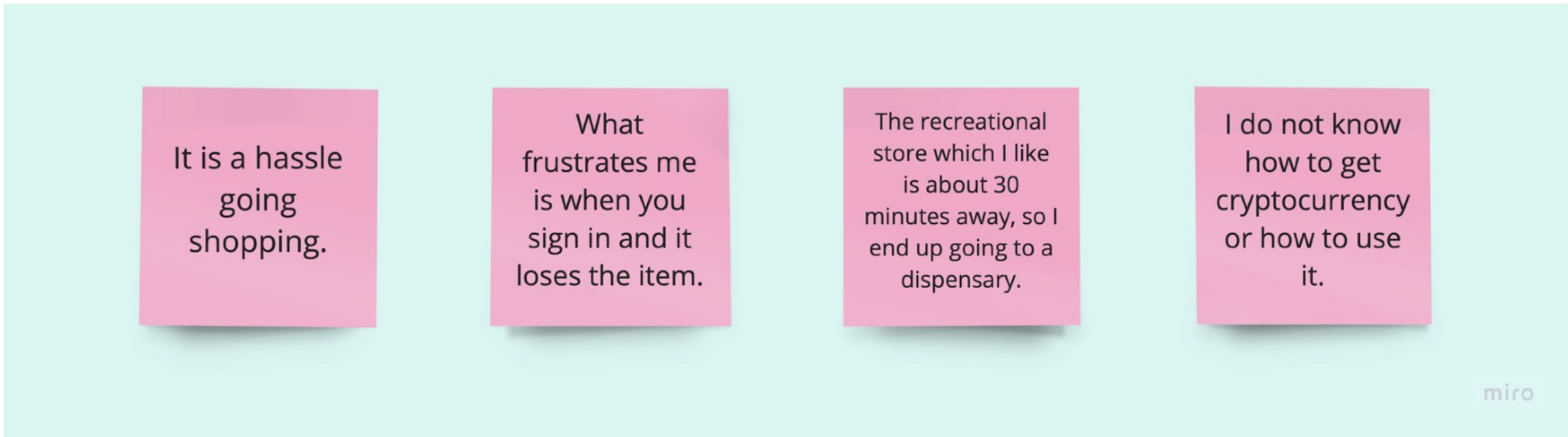


# Findings: Participant 1

## Need/Goals



## Frustrations





# Findings: Participant 1

## Quotes

"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."

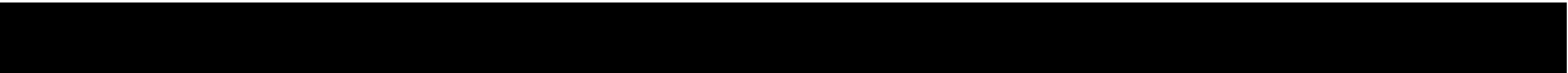
"If you have already an account a lot of the information would be saved so signing in initially, and then a pin after won't be bad."

"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."

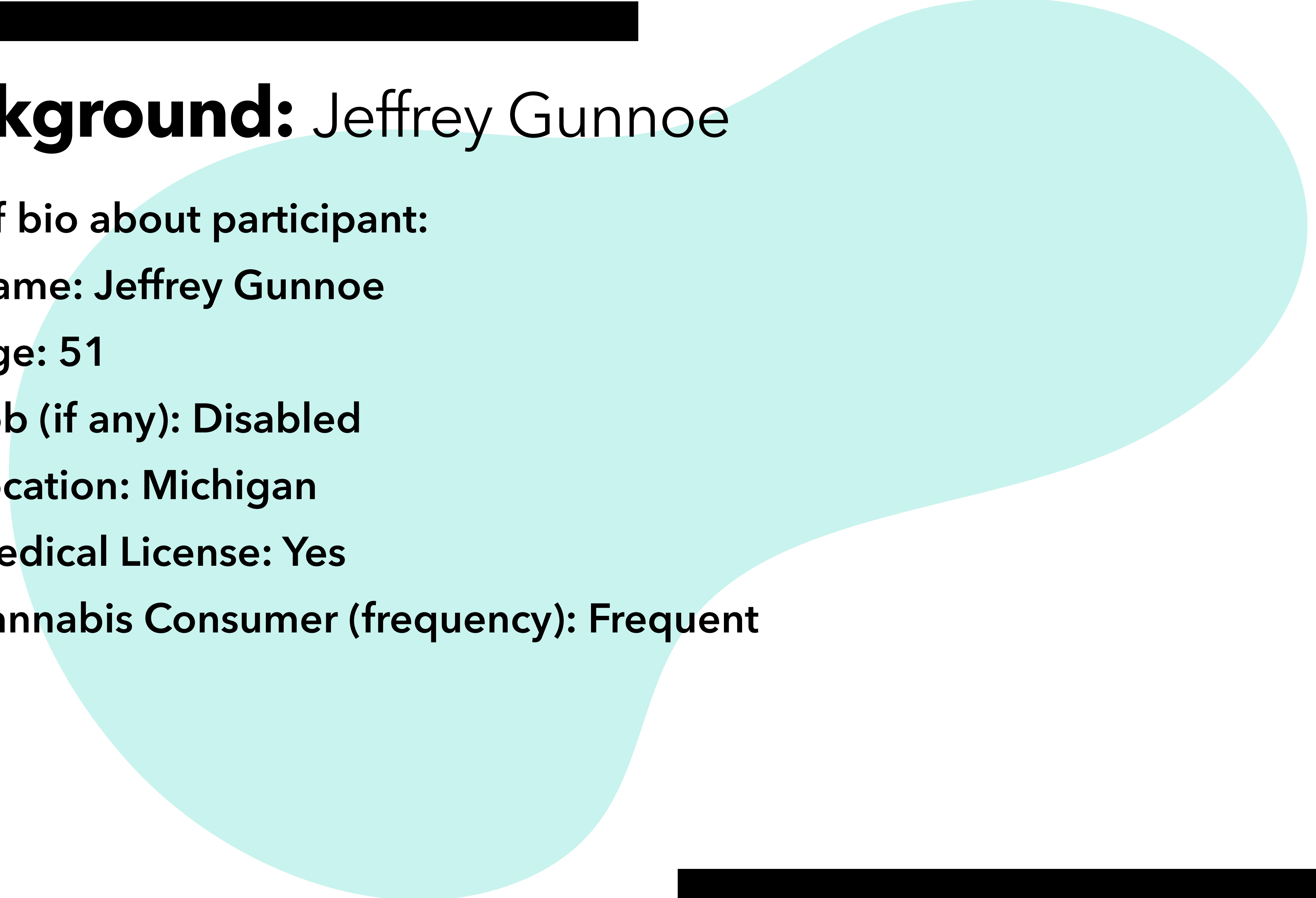
"I would enjoy total transparency, do I need to buy 50 bitcoins, how much is it what percentage are you keeping of that, I like to know if that would be financially good choice."

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# **Background:** Jeffrey Gunnoe

**Brief bio about participant:**

- **Name: Jeffrey Gunnoe**
  - **Age: 51**
  - **Job (if any): Disabled**
  - **Location: Michigan**
  - **Medical License: Yes**
  - **Cannabis Consumer (frequency): Frequent**
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# Findings: Jeffrey G.

## Behaviors/Attitudes



## Needs/Goals



# Findings: Jeffrey G.

## Frustrations

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

miro

## Quotes

"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."

miro

# **Background:** Lexi McGhee

Brief bio about participant:

- \* **Name:** Lexi McGhee
- \* **Age:** 23
- \* **Job (if any):** Hospital in the ER, with insurance and doctor mediator
- \* **Location:** Ypsilanti, Michigan
- \* **Medical License:** Yes
- \* **Cannabis Consumer (frequency):** Frequent, DAILY



# Findings: Lexi M.

## Behaviors/Attitudes



## Needs/Goals







# Findings: Lexi M.



## Frustrations



## Quotes





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# **Affinity Mapping**

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# Online Store Experience

## Insights:

- All of the users are regular online shoppers. Their main store is Amazon.
- Based on their mental model each gave a similar description to what they do when shopping: search > read reviews> look for different options> select> add to cart> info auto fill> purchase.
- They like Amazon because they have a variety to select from.

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 put it in my cart and that's it.

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

It's easier shopping online than going to a store.

I like Amazon because they have a lot of options.

If I do buy online it is usually through Amazon.

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

I purchased something online, like a week ago.

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

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

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

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.

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 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.

It is a hassle going shopping.

"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."



# Buying Cannabis

## Insights:

- All the users smoke cannabis socially and for medicinal purpose.
- They mostly purchase products in dispensaries because they like talking to budtenders. It would be good if further on we can consider adding a chat with budtenders. They have little experience shopping online.
- Because if the COVID they see shopping for cannabis online as an option. They like knowing what is trending, what is new in the market, so this can be features in "filter section."



# Login/ Sign Up

## Insights:

- Autofill was a topic that came up with the three participants. They like that Amazon and many online store have an autofill or that it saved all your information. This is good to add in our login and checkout.
- All believed that a simple login for a regular store is fine, but two participants believed that logging in and then doing a double verification during checkout would be useful for a cannabis store.
- But they all agreed with login or sign up at the beginning.





# Payment Method

## Insights:

- All three users used different methods: credit card, PayPal, iPhone Wallet.
- The two participants that used PayPal and iPhone Wallet, loved the easy accessibility they could purchase because they just add a passcode or password. They don't pass the hassle of adding info for payment. Based on this we should suggest through the coach marks or some tutorial that it would be faster to purchase if they store some crypto in their Privada.

I paid with credit card when buying online.

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

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 heads there.

# Knowledge of Crypto

## Insights:

- All three participants had basic knowledge of cryptocurrency.
- None of the participants have ever purchased with cryptocurrency.
- They are all open on using cryptocurrency as a payment method.

"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 heard cryptocurrency has safe security and a certain anonymity.

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

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.

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".

# Purchase with Crypto

## Insights:

- To purchase with cryptocurrency we should have a very simple explanation of what it is and how it is used. I think we can add a simple tutorial in the Privada page about Transak.
- They are open to exchanging dollars to crypto, but if there are detail explanations of how much is the change and will the process go from beginning to end. We can use coach marks here. The steps from checkout to Privada and Privada to Transak won't be too difficulty, the obstacles will be with Transak.





# App Features

## Insights:

- Users would like the product to have reviews.
- They do like similar suggestions, and adding to wishlist or being able to leave in the cart for later purchase.
- They would like login or sign up at the beginning.
- Autofill is something they highly prefer.
- Broad search: strains, symptoms, etc.

