## 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.

# Interview Script

### 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, form 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 you 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 you would like the store to provide if they are requesting you to purchase your product with a specific payment methods?

## Participants Background & Findings

## 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

## Findings: Participant 1



I am a cannabis user more for relaxation, anxiety, sleep. Trying to use more for medical reasons I purchased something online, like a weeg ago.

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

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 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

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

I heard cryptocurrency has safe security and a certain anonymity.

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

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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.

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.

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

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It is a hassle going shopping.

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

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

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## 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

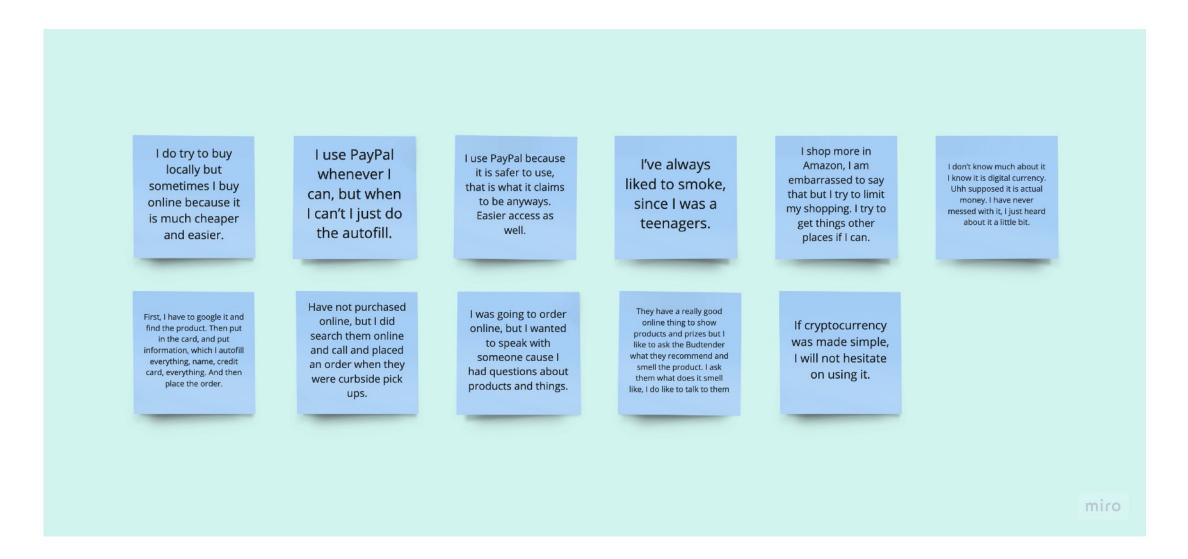
#### Brief bio about participant:

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

#### Behaviors/Attitudes

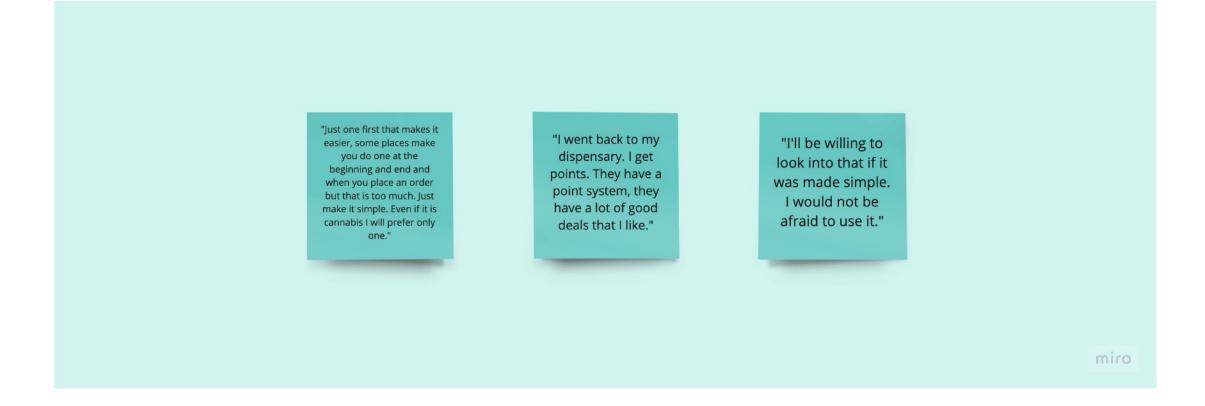
#### Needs/Goals

## Findings: Jeffrey G.









## Findings: Jeffrey G.

Frustrations

Quotes

### 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

#### Behaviors/Attitudes

Needs/Goals

## Findings: Lexi M.









## Findings: Lexi M.

Frustrations

Quotes

# Affinity Mapping

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 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 weeg 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 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.

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It is a hassle going shopping.

"I like Amazon because purchase something I like reviews, comments from the items or business."

to know I am getting good quality of something. I read

### Online Store Experience

#### **Insights:**

- All of the users are regular online shoppers. There main store is Amazon.
- Based on their mental model each gave a similar description to what do you 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.

## **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."

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

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

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

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

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

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

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

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

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

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 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 like going to the 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 do like that Amazon keeps you signed in "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."

Signing in before is easier if it remembers you.

Only one login, having more than one is too much. "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 would like the login to be easy. There are places the make you do one at the beginning and end, and when you place an order that seems too much. Juskeep it simple, even with cannabis.

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

## 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 the could purchased because they just add a passcode or password. They don't pass the hassle of adding info for payment. Base 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 use PayPal I paid with I use PayPal because it is safer to use, whenever I credit card can, but when when buying I can't I just do Easier access as online. the autofill. 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

#### "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"

## 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.

## 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.

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

I have heard various things about cryptocurrency, and I am very open minded about it. I definitely wouldn't want to create a separate account of crypto to pay.

"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'll be willing to look into that if it was made simple. I would not be afraid to use it." Well if the page had cryptocurrency have a brief description about it. Or if it was made simple. Have some clear instructions.

"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." 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.

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.

miro

I like to refine my search, maybe toggle on Prime. I do like that Amazon keeps you signed in I scroll to look at what items are available.

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

When I purchase in Amazon I need to see the reviews before purchasing the object. I prefer the app to retrieve the money from my credit card but not make me register to have crypto hanging.

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

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

Autofill saves a lot of time.

"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 like that you can have a wishlist and share with people. Everyone can see what you like. I look at a lot of reviews, because that lets me know in people are happy with it. I also like to leave reviews if I like the product.

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

### 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.