Exploratory Interviews

**Group 9 –** Itay Mevorach, Jesse Hodgson, Angela Napper, Jackson Feist, Marcela Chong Barberan

**Introduction:**

Thank you for taking the time to meet with me today.

My name is \_\_\_\_\_\_\_\_\_\_, and I would like to talk to you about your experiences with the Hot Tub and Sauna industry, particularly your insights related to your Hot Tub and Spa experiences. I am part of a student group working on a class project, and one component of our project involves gathering information on the industry and consumer experiences.

The interview should take approximately 15 minutes. I will be taking some notes during the session, but please know that all responses will be kept confidential. Your responses will exclusively be shared with our research team members and instructor, and we will ensure that any information we include in our report does not identify you as the respondent. You are not obligated to answer any questions you don't wish to, and you may end the interview at any time.

Introduction Questions:

* Are there any questions about what I have just explained?
* Are you willing to participate in this interview?

**Body Questions:**

* When was your last hot tub/spa experience, and what was your overall experience?
* What are some of your expectations when going to a hot tub/sauna?
* During the school year how many times did you seek out a hot tub/spa experience? When you did seek out a hot tub/Sauna Experience, where would you go?
* If you’re looking to go somewhere with a cost, how much would you be willing to spend?
* When you're considering booking a hot tub/spa experience, what kind of information do you need to see or hear online before making a decision?

**Demographic Questions:**

* What is your age?
* What is your school year?
* What is your gender?

Interview Notes

**Itay Mevorach Interview 1 Notes:**

* Respondent showed particular interest in cleanliness, expressed strong need for proof of cleanliness before making decisions
* Respondent cares about online presence, mainly for reviews from previous clients
* When seeking a hot tub experience – typically finds themselves at a friend’s apartment or is driven by hotel amenities to seek out the experience
* Willing to pay no more than $20/hour for an experience

**Itay Mevorach Interview 2 Notes:**

* Respondent showed strong desire for reputable company before booking
* Showed interest in cleanliness, expressed desire of proof before booking
* Respondent owns a hot tub (back home) and therefore typically seeks hot tub experiences back at home
* Respondent values external amenities such as a locker room, towels, etc

**Jesse Hodgson Interview 1 Notes:**

* Somewhat cares about reviews online but is not very strict
* Cares about places having an online presence and social media.
* Typically goes to hot tubs at a friend's house and doesn’t pay
* Has been to onsen hot tub and spa before.
* Has a positive experience there and heard about it through word of mouth.
* Not willing to pay that much money for a hot tub experience

**Jesse Hodgson Interview 2 Notes:**

* Cares about cleanliness when having a hot tub sauna experience.
* Mainly seeks out a hot tub sauna experience when it is convenient
* Does not typically pay for the experience unless it's with a gym membership
* Likes to go to hot tubs when at a friend's house.
* Values google and yelp to look at goof reviews.
* Social media and websites are important but not essential.

**Marcela Chong Interview 1 Notes:**

* Last experience: hot tub at a rental house in Sunriver, Oregon
* After skiing, relax muscles
* Never rented a hot tub
* Only included in houses
* Expectations: cleanliness, good temperature, jets
* Last year more because she lived in a complex that have a hot tub
* Never thought renting a group hot tub experience
* Privacy is important
* Apartment complex, renting a house
* Summer or winter time
* Willing to spend $15
* Rates for sure, cleanliness, privacy
* Accessibility
* Environment, space, separated male/female
* Space surrounded
* People referring
* Inclined if it’s well known
* Not a lot of young people know about hot tub places
* Social media is so influential when renting
* Older generation definitely have used these rentals in the past
* Recruit younger population
* Bad experience: communal space, chemical balance was off
* Make sure good maintenance
* Relaxing space but hard to maintain and can lead to a negative experience

**Marcela Chong Interview 2 Notes:**

* Last experience a year ago, vacation
* Enjoyable, good time, cleanliness and swimming area contributed to that
* Middle of summer nice and hot
* Rooftop hotel
* Fun experience
* Decent size
* Visit saunas regularly specific after the gym to relieve muscle tension
* Sauna expectations: spacious, not cramped feels insanitary
* Hot tubs: decently size
* Not once during school year seek hot tub experience
* Thought of opening sauna in rec center
* Wouldn’t seek out a hot tub but probably look at a recreation center
* Rent hot tub per person $15-$20 but if renting the whole unit for one person around $50
* Accessibility, website, easy to follow and book online
* Location it’s important, parking, access to public transportation to get there
* Check reviews, Instagram and Facebook page
* Accessible for the youth by being active in social media
* After interview might seek a hot tub but not convenient as a student on a budget
* Probably ask a friend that lives in an apartment complex

**Angela Napper Interview 1 Notes:**

* Last hot tub/spa experience was the week before school started
* Good experience besides the fact it was small and lukewarm but great jets
* Expect it to be hot, empty unless people I know, decent size, good jets
* In a sauna needs a bucket of water because it’s too hot
* Would want to hot tub every other week and would go to hot tub in apartment complex or friend's apartment complex
* Goes through gym or apartment because it’s already included in payments
* Would only be willing to pay $15 to get at least 3 hours
* $5 for hour
* Wants a visual of the place, knowing the cost, hours of operations, capacity

**Angela Napper Interview 2 Notes:**

* Last hot tub/spa experience was at home
* Good experience besides the fact the jets weren’t working great
* Expect it to be warm water, a ledge/somewhere to sit, good jets that function, fun lights
* Sought out a hot tub once in Bend, but had a hot tub in the apartment complex
* Would pay $20 or more depending on amenities
* Needs reviews, photos, prices

**Jackson Feist Interview 1 Notes:**

* Respondent’s main expectations when seeking out a hot tub experience relate to cleanliness and privacy. Price is also of consideration to a lesser extent.
* Willing to pay $15 for an hour, which is just shy of Onsen’s actual pricing
* Has attended Onsen in the past, and says they were no problems with cleanliness. Reported their experience to be satisfactory
* Has most of their hot tub experience at residential private hot tubs, such as those at friend’s houses.
* Respondent wants to see reviews, pictures, and pricing details prominently displayed on website.

**Jackson Feist Interview 2 Notes:**

* Respondent’s main expectations when seeking out a hot tub experience relate to features of the hot tub, such as jets, lights, and warm water. Cleanliness was also mentioned as an expectation of the hot tub experience.
* Many of the respondent’s questions and comments related to additional amenities that should be offered by hot tub rental companies, such as robes, towels, and drinks.
* Most of the respondent’s hot tub experiences have been in residential hot tubs.
* Respondent wants to see pictures, reviews, and ammenities included when looking at the website.