

Questionnaire about Web Shops

Personal Information

How old are you? Years

Do you have children? Yes: ☐ No: ☐

If you have children, how many do you have?

1: ☐ 2: ☐ 3: ☐ 4: ☐ 4+: ☐

How old are your children?

What is your level of computer expertise?

None: ☐ Novice: ☐ Intermediate: ☐ Advanced: ☐ Expert: ☐

Web Shops in General

How often do you use web stores?

Never: ☐ Once a year: ☐ 2 – 6 times per year: ☐ Once a month: ☐ 2 – 6 times per month: ☐

Which of the following items do you normally buy online?

Books: ☐ CDs/DVDs: ☐ Clothes: ☐ Electronics: ☐ Food: ☐

Others: ☐ Please specify:

Do you mind creating an account when ordering online? Yes: ☐ No: ☐

If yes, can you state a reason why you don't like creating accounts?

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What is your preferred payment method, if shopping online?

Credit Card: ☐ Debit Card: ☐ Bank transfer: ☐ Invoice: ☐ Pick up (cash): ☐

Other: ☐ Please specify:

Can you think of any annoying features you have encountered on a web store?

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Can you think of any "must-have" feature for web stores?

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Do you know what a "wish list" is? Yes: ☐ No: ☐

If you know what a "wish list" is, have you ever used it? Yes: ☐ No: ☐

Clothes web shops

Have you ever ordered clothes online?

Yes: ☐

No: ☐

If no:

What is the reason why you don't order clothes online?

If yes:

How do you normally determine the correct size for clothes when you shop online?

Which of the following criteria do you normally select for ordering items?

Color: ☐

Price: ☐

Size: ☐

On Sale: ☐

Gender: ☐

Do you ever use the search bar when looking for clothes?

Yes: ☐

No: ☐