Contextual Inquiry Notes

Session:

Observing Team Member: Jesse Richardson
Date: Sep 25, 2025
Time: 2:20pm - 3:00pm
Setting: User's Home
Participant Category: Wardrobe Additions, Brand Comparison

Demographics:

1. **Age:**
   a. 29
2. **Occupation:**
   a. Physician Assistant
3. **Highest Level of Education:**
   a. Masters Degree
4. **Gender (Self Identify):**
   a. Female
5. **Typical Shopping Setting (online/in-store):**
   a. In-Store
6. **Annual Shopping Frequency (1-2/year, quarterly, monthly, weekly, intermittent, need-based):**
   a. Need-Based / Quarterly
7. **Favorite Store:**
   a. Old Navy
   b. Target
8. **Patterns of Shopping (whole outfit, single pieces at a time, etc)**
   a. Single Pieces
9. **Type of device used for shopping:**
   a. Phone

Notes:

Raw:

- Shopping Style: Browsing; No specific needs.
- Site: Old Navy.com
- Device: Laptop
- Noticed Clearance Banner

- ○ Followed Link
- ● Thinking up upcoming fall weather
  - ○ Browsed Sweater/Cardigan Section
  - ○ Nothing stands out
  - ○ Starts looking for black cardigan: *"I need a good black cardigan."*
    - ■ Realizes this piece is missing from wardrobe
    - ■ Used to have a favorite, but it wore-out
    - ■ Focus in on a "chunky" style cardigan
  - ○ When comparing, adds potential options to cart for comparison
- ● Decides to perform a Google Search for "black cardigan"
  - ○ Goal: Understand options from multiple stores
- ● Navigates to Target.com
  - ○ Explores multiple cardigan options by first looking at the thumbnail photo and then clicking on the item if it looks like a potential option.
    - ■ Once on the product page:
      - ● User will closely examine photos for fit.
      - ● Check availability of sizes
      - ● Determine if the price is acceptable for that item
      - ● If the fit, available size and price look acceptable, user will add to cart for further comparison later on.
  - ○ When browsing, user will shop by category.
- ● Uses Amazon on occasion
  - ○ Finds it more difficult.
    - ■ Why?
      - ● *"The picture can be misleading and the actual product can be really poorly made. I have to read the reviews to find out."*
      - ● *"Sometimes I find good clothing options."*
- ●

Specific Questions Asked (Include Context):
1. If you were shopping for the same item across multiple sites, how do you compare options?
   a. *"I would add options from each site to the cart in multiple tabs and then compare the carts when complete."*
   b. **Deciding Factors Include:** Fit, Color, Price, Shipping Speed
2. Setting: Target - What makes an item jump out at you?
   a. *"When the photo displays the desired color and fit."*

Observation Summary:

Key Observations:
- ● Does not shop with a plan

- Adds items to cart and then compares items from there.

Direct User Quotes: In reference to shopping for clothing on Amazon: *"The picture can be misleading and the actual product can be really poorly made."*

Behavioral Patterns:
- Notices sale/clearance banners
- Uses cart for comparison between multiple websites
- Shops by category

Pain Points:
- Sizing
- Unknown quality

Inefficiencies:
- Site-to-Site Comparison

User Workarounds:
- Cart Comparison

Artifacts: