






# *Interviews*

Results & Insights


## *5/5 interviewees want to be able to see and feel merchandise up close*





"Merch tents would give out more options like **actually feeling the shirt** or **seeing if the shirt fits you**. Getting a **closer inspection** on the merch is always useful."




"When I purchased merch, I was able to **touch the shirt first**, and also **lift it up physically for size**, and I think that's valuable."




"People can give me recommendations on sizes and their tastes to help me make a decision. Plus they can probably **show me the items close up** and clarify things."



"I would see myself using the in person one since that allow the option of **trying on current sizing** and changing my mind on what item I would want. "



"They handed it to me and I **looked at the overall fit and size** and though it was a good fit for me"



## *4/5 interviewees were dissuaded from purchasing merch due to long lines*



"crazy lines. I think that's one of the things that **deters me** from buying concert merch"

"when I faced a long line, I didn't even line up because **I was dissuaded** by the long line"


"seeing the length **made me conflicted** on whether i REALLY wanted merch."

"I only decided to buy it since there was a short line"



## *4/5 interviewees would like to have size references when purchasing merch*





"I feel a kiosk can **provide more information** about the fit. Such as providing a model for the merch."





"Sometimes I don't know my size off the bat but **size charts are always good**"



"I think this would be **extremely helpful** because a size chart would be a good reference for what size to purchase"



"Yes it always **good to have measurements** for the items"



# Interview Insight Summary

Users want kiosks to *mimic in-person interactions* from feeling the clothing to seeing different sizes

Users are worried kiosks *won't give them the flexibility* to express their concerns when purchasing merchandise, such as returning or exchanging items.

Users are generally *dissuaded from buying* merchandise when there are long lines.

# *Mission Statement*

We aim to design merchandise kiosks that **streamlines the concert merch purchasing process** and **provides customers a self-service purchase option** located in various areas at concert venues, allowing more access points for fans to buy merch.

We hope that the kiosks will **address customers' needs**, such as shortening merchandise checkout lines, extending previously limited operating hours, and providing information to help customers decide their best option.



# Storyboard Interviews Questions



Questions we asked our interviewees for the storyboard interview:

1. We are conducting research to learn about people's experience with buying artist merchandise at concert venues. We were wondering if you have around 5–8 minutes for us to learn about your personal experience on this topic.
2. I appreciate your time. Do you mind if I recorded this conversation?
3. Can you tell me a little bit about yourself? Feel free to mention your age, occupation, experience with buying concert merch, etc.
4. Tell me about the last time you went to a concert venue to purchase merchandise, maybe walk me through the process and how long it took.
5. Can you point out any moments that stood out to you while buying the merchandise? These can be both good or bad moments.
6. A kiosk is a booth that can be used to provide information, sell goods, and more. Have you ever used a kiosk that sells and dispenses products, such as a vending machine?
  - a. If yes:
    - i. Can you walk me through your full experience using that kiosk?
    - ii. How would you describe your experience in terms of the kiosk usefulness? Do you prefer it over an in-person transaction?
  - b. If no:
    - i. Have you used kiosks in general? If you have, what were your general impressions on kiosks?
7. Imagine if there were both merch tents and merch vending kiosks at the concert venue for purchasing merch. Which option would you see yourself using and why?
8. If you found yourself using a merch vending kiosk at the venue, what would you expect the process to be like?
  - a. If they didn't talk about features: What are features that you think are crucial to have for a merch kiosk to be efficient?
9. Show storyboards, ask for each:
  - a. Do you find the scenario outlined in this storyboard relatable to your own experience?
  - b. How did your experience differ from this storyboard?
  - c. Would a kiosk be helpful in solving the problem our user is facing in this storyboard?



[Link to storyboard interview answers](#)