

Criterion A - Interview

1. Me: What is the issue that you currently want to address with this software?
2. Carolina: Um, I think just having something that can recommend skincare
3. products would be the most useful for me right now.
4. Me: How do you think this product could help others?
5. Carolina: I know a lot of my friends like don't want to pay the money to have a
6. dermatologist, but have issues with their skin and don't really know where to
7. look, um and i feel like something that was free and could recommend products
8. and you could kind of recommend other products to other people as well and
9. hear what other people just like you have had good experiences with and bad
10. experiences with could be really helpful
11. Me: Are there any other softwares that are similar to what you want to build, and
12. if so, what are problems with these softwares that you've noticed?
13. Carolina: I'm sure they exist but I havent really had experiences with them on my
14. own and I think that if there was one that already existed and was perfect it would
15. already be, like I would already be using it, um I know a lot of them don't have
16. and aspect where you can share like with other people your personal
17. experiences with different medications and different products, so I think that's a
18. pretty big gap.
19. Me: So what are some common skincare concerns that you've heard about from
20. others, and how would your website address those concerns?
21. Carolina: I think I've heard a lot of either having too oily skin or having too dry
22. skin, um and like either of these can lead to either acne or rashes and I feel like a
23. good way to kind of do that could be um maybe like a survey of your type of skin
24. and like you fill it out and you get products recommended to you based on that
25. maybe.
26. Me: What do you think makes your website unique compared to other skincare
27. websites?
28. Carolina: Um I feel like just being able to share with strangers about successes
29. and failures with skincare products is really unique and um also getting a specific
30. diagnosis based on your issues with your skin is like extremely unique and

31. helpful.

32. Me: Who do you think would be the target audience for the website?

33. Carolina: I feel like honestly anyone but teens would probably use it the most
34. because we don't have the money to pay for like an expensive dermatologist a
35. lot of the time, um and I don't know, I feel like a lot of teens experience issues
36. with acne or bad skin in some way, so it could be really helpful to a lot of teens.

37. Me: So, if you could list some, what are the functions that you would like to have
38. on the website?

39. Carolina: Um, a diagnosis of a skincare routine to use, um product
40. recommendation based on the issues I'm having, um some sort of a place to
41. share with other people about products like almost like a rating system for
42. products, um and yeah.

43. Me: So like should each user be able to make an account, you know, put in their
44. email, and have you know a profile, or should it just be like anyone can get in?

45. Carolina: Um, I think it could be both, I think that in order to post it should be
46. profile based, (free profile based), but I think that other people should be able to
47. access the website if they just want to skim through products and reviews, um
48. but I think that in order to get a specific diagnosis for your skin and like fill out the
49. survey, you should have an account just because that would increase like user,
50. like users on the website if they have an account.

51. Me: For sure, um do you have any visual preferences for how the website should
52. look?

53. Carolina: i feel like for a skincare site you want to keep it very clean like clean
54. lines and simple, um you that's probably what I would say for that

55. Me: Um, and then what kind of operating systems do you think the website
56. should be able to function on, like you know website based or like app based?

57. Carolina: Um I think website would bring in more random viewers but an app
58. would bring in long term subscribers so I think having a mix of both is okay
59. because I know a lot of the websites or apps I use often have both. Um, which is
60. the way to bring in the most people, but I think you could also just go website

61. because that's the way to bring in the most people and I always to go to a
62. website before I take the time to download an app, because I'm kinda like lazy for
63. that and I don't want to deal with having a whole nother app on my phone.

64. Me: Sounds good, are there any last preferences or think that you feel like you
65. need to include besides what you've already told me?

66. Carolina: Um, I think just like highlighting the rating system as a really good idea
67. like almost a social media aspect to the website, um where you can see what
68. other viewers have experienced with their products and like get really specific
69. reviews on it.

70. Me: Perfect, thank you so much!

71. Me and Carolina: Byeaaaaa!

Criterion E - Interview

1. Me: Hi Carolina!
2. Carolina: Hi
3. Me: Welcome back, so I'm just wondering, what did you think about the login process of
4. the website?
5. Carolina: I thought it was really easy when I typed in my password, it got me in
6. immediately and I needed to make a new account recently and it was like really clear how
7. to make a new account like the register now button was right there and after I made my
8. account, it led me back into the login page immediately which I really liked so it was like
9. super easy to figure out, I didn't have to click any extra buttons
10. Me: And have you ever typed in the wrong username or password when logging in
11. Carolina: Yeah, and it wouldn't let me get into my account
12. Me: I'm so glad
13. Carolina: It told me sorry, you can't come into your account
14. Me: So when you logged into the website, did you think it was pretty easy to figure out
15. like how to get the custom skincare routine?
16. Carolina: Yes, there was like a cute little welcome message for me and there was also a
17. huge like, oh you haven't taken the quiz yet and the buttons were very clear of like what
18. button I needed to click to take the quiz, and so it kind of guided me like step by step
19. where to go
20. Me: And, what happened after you took the quiz?
21. Carolina: Um well it asked me for all of my issues with my skin which I was able to
22. click, and then it led me to this like page with all the products that are specified for my
23. skincare issues and I didn't have to click like any extra buttons to get there either, it
24. automatically got me there which is really easy
25. Me: So, did you feel like the skincare routine was like accurate to something that you
26. would use in real life, like would you go through those steps?

27. Carolina: Yes, definitely. I felt like some of the products I had used before but some of
28. them I hadn't, so there was a good mix of like I can trust this website because I know that
29. some of the products on there are good and it was really nice to see brands that I haven't
30. bought from but like heard about on there. And some of the products had ratings which
31. helped me decide further which ones I wanted and also if like one of my problems was
32. fixed, there was like a remove a concern button which I appreciated as well

33. Me: I'm so glad so um were the products displayed in order of highest rating, was that
34. helpful?

35. Carolina: Yeah, that was really helpful because like I didn't have to scroll to get to the
36. best products, they were right in front of me which I appreciated. I really liked the social
37. aspect of the website, I feel like it's really helpful.

38. Me: Yeah, did you rate and comment on any of the products?

39. Carolina: Yes, I rated and commented on the CeraVe sunscreen moisturizer and also the
40. CeraVe face soap, so that was exciting to submit my own comment

41. Me: So, was the like method of viewing comments pretty simple?

42. Carolina: Yes

43. Me: How do you like go about doing that?

44. Carolina: Like when you click on the item, you can like see the comments?

45. Me: Yeah, I'm so glad. Ok, and then did you use the searching and sorting
46. functionalities?

47. Carolina: Yes I did. I really liked how you could sort by like different factors that could...
48. so like you could sort by brand, or you could sort by issue or you could sort by product
49. which I really liked. And also like the search, I liked the search feature a lot because it
50. makes it so much easier than when you're like scrolling and looking for an item. Um, and
51. I feel like I could really use this website to like shop too.

52. Me: I'm so glad, so when I walked you through like the admin functionality, is there
53. anything that you think that you could, you would change?

54. Carolina: I think the only think that I would change is like when you add a new item, it

55. doesn't automatically enter the brand of the new item, um so then it doesn't like filter the
56. new item to be in the brand when you go to like the filtering page, um but other than that,
57. like I think all the admin was really good

58. Me: And are there three things that you would improve about the website?

59. Carolina: Um no, not really, I don't really know what I could make better about it besides
60. the like new items thing that I just mentioned. But, if I had to think about it um, maybe
61. like a back button for after you rate something. Like back instead of clicking home again,
62. um and I like the colors of the website so...

63. Me: I'm so glad, thank you for being a part of this interview