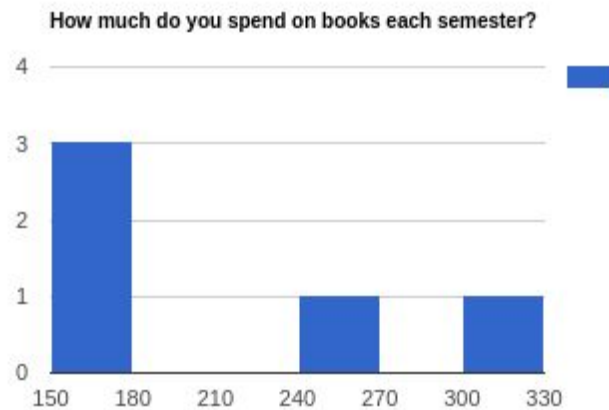


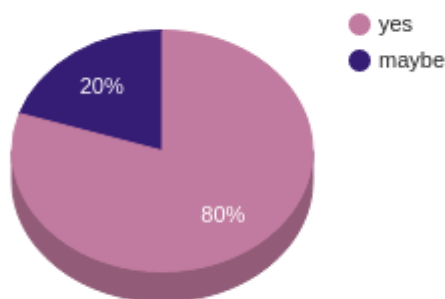


Schober - Customer interviewing

1. How much do you spend on books each semester?
2. How do you get your books each semester?
3. Do you think there is a better way to get them?
4. Would you give away a book you will never use again ?
5. Would you exchange Schober - Customer interviewing your book you are not using for other ones you need?
6. if you get a book from someone, would you prefer delivery (which may have a cost) or in person?



Would you exchange your book you are not using for other ones you need?



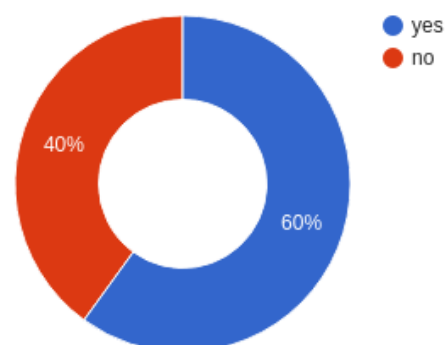
The people I interviewed were young college students, they had a very good reaction, all of them cooperate very kindly with all of my questions. The first thing I noticed was that the students don't like the idea of buying books each semester that they may not use again, so when I asked them about buying books they all made the same expression in their faces.

The first

thing most of the students do when they need a book, they check on facebook groups and pages to see if someone have that book and wants to sell it. Other students look with friends and friends of their friends to see if they have it, no one of the people I talked to would choose to buy the books on the bookstore as their first option. At the end of the day, most of the students spend between

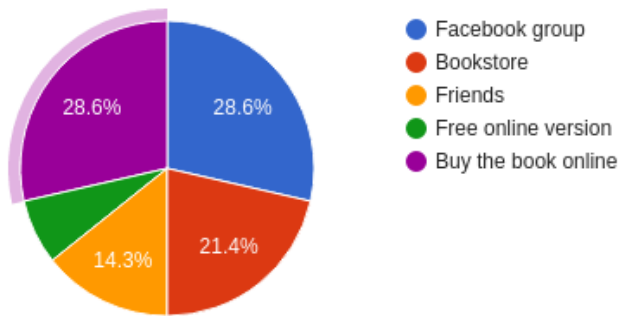
150 and 250 CAN on books each semester. Most of the students doesn't care about getting used books, they prefer to save some money than to get new books. When I asked the students if they would exchange their books, I saw that a lot of students were concerned about exchanging expensive books for cheaper books, they think

Would you give away a book you will never use again ?





How do you get your books each semester?



there should be a better way to exchange them.

Another thing a lot of students have in common is that they don't want to socialize with the people who is selling or buying the books, they prefer not to see each other and to chat just about necessary things.