
ReSource

Interview Guidelines and Report
for
Data Gathering

Submitted to:

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Unique Reference:

The documents are stored in the <https://github.com/mathena828/ReSource>.

Document Purpose:

This document is provided as a guide for using interview. It provides guidelines on how to proceed with conducting the data gathering technique, and on what type of questions are covered. It also contains the transcription and reports the results.

Target Audience:

The target audience of this document are the CS 191 and CS 192 Software Engineering classes of the academic year 2019 to 2020, as well as other individuals who may have a vested interest in the data gathering methods of this project. This inquiry will serve as a foundation for the succeeding phases of the development process. The members of Group No. 2, namely, Jaira Mathena B. Angeles, Danilo M. Mendoza II, and Beatrice Pauline R. Mercado will be conducting and consulting this report. Professor Ma. Rowena C. Solamo will be evaluating the contents of this submission to ensure that it fulfills the criteria for this academic requirement.

Revision Control:

<i>Revision Date</i>	<i>Person Responsible</i>	<i>Version Number</i>	<i>Modification</i>
08/31/19	Jaira Mathena B. Angeles	1.0	She edited the title page, as well as the Unique References and Participant's Consent sections. She wrote the entries under Target Audience, Purpose, and Target Participants. She prepared interview questions in a Google document.
09/03/19	Beatrice Pauline R. Mercado	1.2	She wrote the Introductory Script and Interview Objectives. She edited the Concluding Script and noted the Interview Schedules.
09/03/19	Danilo M. Mendoza II	1.3	He wrote the entries under the Contribution to the Study and Expected Information columns of the Questions table.
09/10/19	Beatrice Pauline R. Mercado	1.4	She conducted the interviews and wrote the Interview Transcription or Notes.
09/10/19	Jaira Mathena Angeles	1.5	She wrote the Introduction and Participants Demographics of the Interview Report.
09/12/19	Jaira Mathena Angeles	1.6	She worked on the Participant's Perspectives. She revised and proofread the report.

Table of Contents

I. Interview Guide and Checklist.....	4
A. Purpose.....	4
B. Target Participants.....	4
C. Participant's Consent.....	4
D. Data collection.....	4
E. Interview Schedule.....	5
F. Interview Protocol.....	5
i. Introductory Script.....	5
ii. Interview Objectives.....	5
iii. Questions.....	5
iv. Concluding Script.....	5
II. Interview Transcription or Notes.....	7
III. Interview Report:.....	8
A. Introduction.....	8
B. Participant Demographics.....	8
C. Participant's Perspectives.....	8

I. Interview Guide and Checklist

This section provides the instructions on how to conduct interviews. It also provides a checklist needed to perform the data gathering technique

A. Purpose

The purpose of the interview is to determine the functional requirements of an online book trading portal such as ReSource. In particular, the following must be identified:

- 1.) What hindrances are consumers faced with when buying books from retail stores?
- 2.) How can these aforementioned issues be addressed by the proposed project?
- 3.) What information must be included in a book listing?
- 4.) What are the ideal classification systems for sorting books in an inventory?
- 5.) How do buyers and sellers wish to interact with the software?
- 6.) What kind of payment system is most convenient for both parties?

B. Target Participants

The target participants of this study are a diverse, yet demographically relevant group of men and women within the age range of young adolescence to adulthood. In terms of their financial background, the respondents must come from moderate to high-income households. These constraints placed upon the sample population ensures that they have the means of availing of the services offered by the software. That is to say, they are looking to sell or willing to buy secondhand books. Furthermore, it is indicative of a sufficient level of education such that the subjects literate, if not well read. This general profile also represents the target market for project.

C. Participant's Consent

Participants will sign a consent form to participate in the interviews. One copy of the informed consent form should be given to participants and a second copy should be kept by the interviewer. The responses to the questions will be kept confidential. At no time will the actual identity of the participants be revealed. They will be assigned a random numerical code. Anyone who helps the transcription of the responses will only know them by this code. The recording will be destroyed as soon as the data gleaned from the sessions have all been transcribed. The transcript, without their names, will be kept until the study is complete.

The key code linking their names with their number will be kept encrypted in a file and no one else except the group members will have access to it. It will be destroyed once the finished product has been launched. The data that will be provided will be used for the development of the web application ReSource and may be used as the basis for articles or presentations in the future. The names or any information that would identify any participants will not be used in any publications or presentations.

The participation in this study is completely voluntary, and the participants may refuse to participate or withdraw from the study without penalty or loss of benefits to the group. They may withdraw by informing the group that they no longer wish to participate (no questions will be asked). They may skip any question during the interview, but continue to participate in the rest of the study.

(See Sample Consent Form)

D. Data collection

The discussions can be recorded if agreed by participants, and transcribed verbatim for analysis. The recordings need to be securely stored until transcribed and then destroyed. The transcription shall not contain information that would allow individuals to be linked to specific statements. Confidentiality will be strictly preserved.

If recording is not available, the interviewer will be taking down notes of what is being discussed. The notes will be analyzed

later.

E. Interview Schedule

Interviewee	Interview Date & Time	Interview Venue
Justine Alvaro, a student at the University of the Philippines, Diliman	September 6, 2019 (Friday), 7:00PM	Via Facebook Messenger
Patrick Sanchez, a student at the University of the Philippines, Diliman	September 7, 2019 (Saturday), 7:00PM	Via Facebook Messenger
Hannah Mae Magno, a student at the University of the Philippines, Diliman	September 3, 2019 (Tuesday), 7:00PM	Via Facebook Messenger
Sophia Casiano, a student at the University of the Philippines, Diliman	September 6, 2019 (Friday), 9:00AM	Via Facebook Messenger
Ian Villanueva, a student at the University of the Philippines, Diliman	September 5, 2019 (Thursday), 9:00PM	Via Facebook Messenger

F. Interview Protocol

An interview protocol may facilitate structuring the interview by highlighting the topics that need to be covered.

i. Introductory Script

Greetings! I am Beatrice Pauline R. Mercado, a student of the Department of Computer Science in U.P. Diliman. This interview is being conducted as a part of our data gathering methods for our CS 191 Software Engineering project. Thank you for agreeing to participate in this study,

ii. Interview Objectives

The purpose of this interview is to gather data regarding the design and function of our proposed online book trading portal, ReSource. We guarantee complete confidentiality as your answers and opinions will not be disclosed elsewhere. This will not, in any shape or form, be a burden on your account. The results of this interview will strictly be used for the development of our web application.

iii. Questions

Fill in your interview questions, the contribution of the participant's answer and expected information. See sample questions below of elicitation of requirements.

Questions	Contribution to the Study	Expected Information
What information do you look for before making a purchase (i.e. books, second-hand products...)?	Get a list of information to be included on the product listings of the application	List of data a consumer looks for before making a purchase
What payment method do you think is best for online trading portals?	Determine the best way to handle payments between buyers and sellers	List of preferred payment methods
Would you like to be able to like and comment on listings?	Gather feedback for a potential commenting feature	Preferences on buyer to seller feedback
What would you like your profile to look like?	Determine UI, especially profile appearance, preferences	List of features and information to include in the user profile

What landing page do you want to see first (i.e. newsfeed, profile, listings, etc...)?	Determine the nature of the application's home page	Home page preferences
What kind of information are you willing to disclose on a public e-commerce site?	Determine what information should be public and what should be private	List of information to include/exclude from public view
As a seller, would you prefer to have your contact details on the site itself or to have a link that would redirect to Facebook or some other platform?	Determine preferred way to initiate contact between buyer and seller	Contact preferences of buyers and sellers
Would you want a seller review system on the site for quality control?	Determine the inclusion of a seller review feature for application	Preference on buyer to seller feedback
Would you want a built-in reservation system or should that be handled between the seller and the buyer?	Determine inclusion of item reservation system feature for application	Preference on inclusion of reservation system
Do you want the user and seller profiles to exist as separate entities or would it be more convenient for you to be able to post listings and make purchases using the same account?	Determine profile and account management preferences	Account management preference
What form of categorization is most convenient for you (i.e. by genre, author, subject, price etc...)?	Determine sorting and filtering in application	Preferences in sorting and filtering
How affordable do you find books in retail stores?	Determine buyer budgets	Buyer opinion on traditional bookstores
How much are you willing to pay for books (i.e. textbooks, fiction, reference book, etc...)?	Determine buyer price ranges	Buyer budgets
What additional features would you like to see?	Determine what features to add	List of features users hope to see
How do you want to interact with the web app?	Determine features to implement	List of QOL features
What factors affect your reading habits or lack thereof?	Determine demand for the product within the web application	Consumer behavior
What kind of books do you gravitate towards (i.e. genre-wise, subject-wise, etc...)?	Determine types of books and genres which are in high demand	Book preference
What significant concerns do you have in terms of buying books or thrifting books?	To determine flaws and weaknesses to possibly solve using the application	List of book-buying inconveniences
What would deter you from using this web app?	To determine weaknesses in the application	Reasons why people would not want to use the application
What would encourage you to avail of our services?	To determine what other features to add	List of features users hope to see

iv. Concluding Script

- Thank you for participating. This has been a very helpful for our study.
- Your opinions will be a valuable asset to the study.

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- If there is anything you are unhappy with or wish to complain about, please contact Beatrice Mercado or speak to me later.
 - I would like to remind you that any comments featuring in this report will be anonymous

II. Interview Transcription or Notes

Interviewee Code: Interviewee_1

Interview Date: September 3, 2019

Interviewer: What information do you look for before making a purchase (i.e. books, second-hand products...)?

[Interviewee_1]: I always check the cost and quality of the products that I will buy.

Interviewer: What payment method do you think is best for online trading portals?

[Interviewee_1]: PayPal is convenient and secure.

Interviewer: Would you like to be able to like and comment on listings?

[Interviewee_1]: Yes, that would be great.

Interviewer: What would you like your profile to look like?

[Interviewee_1]: I want to display the name, username, display picture, and a short text for introduction in the profile page.

Interviewer: What landing page do you want to see first (i.e. newsfeed, profile, listings, etc...)?

[Interviewee_1]: It is best to see a homepage or newsfeed page for general info, news, and announcements.

Interviewer: What kind of information are you willing to disclose on a public e-commerce site?

[Interviewee_1]: I'm willing to disclose personal information details such as name, location, email, contact details, and birthday.

Interviewer: As a seller, would you prefer to have your contact details on the site itself or to have a link that would redirect to Facebook or some other platform?

[Interviewee_1]: I prefer to have all my contact details on the site itself.

Interviewer: Would you want a seller review system on the site for quality control?

[Interviewee_1]: Yes, to be able to easily track and monitor things.

Interviewer: Would you want a built-in reservation system or should that be handled between the seller and the buyer?

[Interviewee_1]: I prefer to have a built-in reservation system.

Interviewer: Do you want the user and seller profiles to exist as separate entities or would it be more convenient for you to be able to post listings and make purchases using the same account?

[Interviewee_1]: For me, I think it is better to separate user and seller profiles.

Interviewer: What form of categorization is most convenient for you (i.e. by genre, author, subject, price etc...)?

[Interviewee_1]: In terms of books, it is convenient to have categorization for genre, author, subject, price, and availability.

Interviewer: How affordable do you find books in retail stores?

[Interviewee_1]: I find it quite expensive and costly.

Interviewer: How much are you willing to pay for books (i.e. textbooks, fiction, reference book, etc...)?

[Interviewee_1]: I am willing as long as I can afford the price and I really need a book.

Interviewer: What additional features would you like to see?

[Interviewee_1]: It would be nice to have a history or of all the books purchased and if we can add, delete, edit the books to a shopping cart.

Interviewer: How do you want to interact with the web app?

[Interviewee_1]: User-friendly web application with organized and structured buttons to features and categories.

Interviewer: What factors affect your reading habits or lack thereof?

[Interviewee_1]: Time and the cost of the book

Interviewer: What kind of books do you gravitate towards (i.e. genre-wise, subject-wise, etc...)?

[Interviewee_1]: Genre-wise, subject-wise/references

Interviewer: What significant concerns do you have in terms of buying books or thrifting books?

[Interviewee_1]: Good quality.

Interviewer: What would deter you from using this web app?

[Interviewee_1]: Complex interface, not intuitive enough for a user

Interviewer: What would encourage you to avail of our services?

[Interviewee_1]: Availability of books, low cost prices, user-friendly web application.

Interviewee Code: Interviewee_2

Interview Date: September 6, 2019

Interviewer: What information do you look for before making a purchase (i.e. books, second-hand products...)?

[Interviewee_2]: Price

Interviewer: What payment method do you think is best for online trading portals?

[Interviewee_2]: Credit card

Interviewer: Would you like to be able to like and comment on listings?

[Interviewee_2]: Yes.

Interviewer: What would you like your profile to look like?

[Interviewee_2]: Displays the name, username, contact info and profile picture.

Interviewer: What landing page do you want to see first (i.e. newsfeed, profile, listings, etc...)?

[Interviewee_2]: Listings.

Interviewer: What kind of information are you willing to disclose on a public e-commerce site?

[Interviewee_2]: Name and username.

Interviewer: As a seller, would you prefer to have your contact details on the site itself or to have a link that would redirect to Facebook or some other platform?

[Interviewee_2]: Contact details.

Interviewer: Would you want a seller review system on the site for quality control?

[Interviewee_2]: Yes.

Interviewer: Would you want a built-in reservation system or should that be handled between the seller and the buyer?

[Interviewee_2]: It should be handled between the seller and the buyer.

Interviewer: Do you want the user and seller profiles to exist as separate entities or would it be more convenient for you to be able to post listings and make purchases using the same account?

[Interviewee_2]: Same account.

Interviewer: What form of categorization is most convenient for you (i.e. by genre, author, subject, price etc...)?

[Interviewee_2]: Price, genre, subject, author, publication date

Interviewer: How affordable do you find books in retail stores?

[Interviewee_2]: Expensive.

Interviewer: How much are you willing to pay for books (i.e. textbooks, fiction, reference book, etc...)?

[Interviewee_2]: P200 - P500

Interviewer: What additional features would you like to see?

[Interviewee_2]: Rating/comments about the seller and products

Interviewer: How do you want to interact with the web app?

[Interviewee_2]: The web app contains push notifications to give updates to the users

Interviewer: What factors affect your reading habits or lack thereof?

[Interviewee_2]: Fatigue, eye strain.

Interviewer: What kind of books do you gravitate towards (i.e. genre-wise, subject-wise, etc...)?

[Interviewee_2]: Fiction books.

Interviewer: What significant concerns do you have in terms of buying books or thrifting books?

[Interviewee_2]: Quality of the books.

Interviewer: What would deter you from using this web app?

[Interviewee_2]: If the interface is not user-friendly.

Interviewer: What would encourage you to avail of our services?

[Interviewee_2]: Great UI design.

Interviewee Code: Interviewee_3

Interview Date: September 5, 2019

Interviewer: What information do you look for before making a purchase (i.e. books, second-hand products...)?

[Interviewee_3]: Quality, price.

Interviewer: What payment method do you think is best for online trading portals?

[Interviewee_3]: COD, meet yung dealer then saka iabot ung bayad. (COD, meet the dealer and then hand the payment)

Interviewer: Would you like to be able to like and comment on listings?

[Interviewee_3]: Yes.

Interviewer: What would you like your profile to look like?

[Interviewee_3]: Name, rating, description, products being sold.

Interviewer: What landing page do you want to see first (i.e. newsfeed, profile, listings, etc...)?

[Interviewee_3]: Newsfeed.

Interviewer: What kind of information are you willing to disclose on a public e-commerce site?

[Interviewee_3]: Name.

Interviewer: As a seller, would you prefer to have your contact details on the site itself or to have a link that would redirect to Facebook or some other platform?

[Interviewee_3]: On the site itself.

Interviewer: Would you want a seller review system on the site for quality control?

[Interviewee_3]: Yes.

Interviewer: Would you want a built-in reservation system or should that be handled between the seller and the buyer?

[Interviewee_3]: Handled between the seller and the buyer.

Interviewer: Do you want the user and seller profiles to exist as separate entities or would it be more convenient for you to be able to post listings and make purchases using the same account?

[Interviewee_3]: Same account.

Interviewer: What form of categorization is most convenient for you (i.e. by genre, author, subject, price etc...)?

[Interviewee_3]: Genre.

Interviewer: How affordable do you find books in retail stores?

[Interviewee_3]: I don't buy or read books.

Interviewer: How much are you willing to pay for books (i.e. textbooks, fiction, reference book, etc...)?

[Interviewee_3]: P100 - P300

Interviewer: What additional features would you like to see?

[Interviewee_3]: Ban users and add users para easy na if may trusted buyer ka na. (Ban and add users so that it would be easy if you already have a trusted buyer)

Interviewer: How do you want to interact with the web app?

[Interviewee_3]: Yung simple lang, madaling magets ng first time user. (Simple and easily understandable)

Interviewer: What factors affect your reading habits or lack thereof?

[Interviewee_3]: Kapag required. (If it's required)

Interviewer: What kind of books do you gravitate towards (i.e. genre-wise, subject-wise, etc...)?

[Interviewee_3]: Mystery, fantasy.

Interviewer: What significant concerns do you have in terms of buying books or thrifting books?

[Interviewee_3IV]: If the price is fair and the book is in good quality.

Interviewer: What would deter you from using this web app?

[Interviewee_3]: Complex interface or poor UI design.

Interviewer: What would encourage you to avail of our services?

[Interviewee_3]: Simple Interface yet Good UI design which is inviting.

Interviewee Code: Interviewee_4

Interview Date: September 6, 2019

Interviewer: What information do you look for before making a purchase (i.e. books, second-hand products...)?

[Interviewee_4]: Price, vouchers, shipping fee, quantity, profile of seller, rating of product.

Interviewer: What payment method do you think is best for online trading portals?

[Interviewee_4]: Cash on delivery.

Interviewer: Would you like to be able to like and comment on listings?

[Interviewee_4]: Yes.

Interviewer: How would you like your profile to look like?

[Interviewee_4]: My purchase history, vouchers, name, contact number, email, profile picture.

Interviewer: What landing page do you want to see first (i.e. newsfeed, profile, listings, etc...)?

[Interviewee_4]: Listings.

Interviewer: What kind of information are you willing to disclose on a public e-commerce site?

[Interviewee_4]: Name only.

Interviewer: As a seller, would you prefer to have your contact details on the site itself or to have a link that would redirect to Facebook or some other platform?

[Interviewee_4]: Both contact details and social media redirection.

Interviewer: Would you want a seller review system on the site for quality control?

[Interviewee_4]: Yes.

Interviewer: Would you want a built-in reservation system or should that be handled between the seller and the buyer?

[Interviewee_4]: Yes, handled between the seller and the buyer.

Interviewer: Do you want the user and seller profiles to exist as separate entities or would it be more convenient for you to be able to post listings and make purchases using the same account?

[Interviewee_4]: Same account.

Interviewer: What form of categorization is most convenient for you (i.e. by genre, author, subject, price etc...)?

[Interviewee_4]: By price.

Interviewer: How affordable do you find books in retail stores?

[Interviewee_4]: Slightly affordable.

Interviewer: How much are you willing to pay for books (i.e. textbooks, fiction, reference book, etc...)?

[Interviewee_4]: P200 - P1000

Interviewer: What additional features would you like to see?

[Interviewee_4]: Notification or tracking system.

Interviewer: How do you want to interact with the web app?

[Interviewee_4]: Visible search bar and proper categorization of products.

Interviewer: What factors affect your reading habits or lack thereof?

[Interviewee_4]: Time.

Interviewer: What kind of books do you gravitate towards (i.e. genre-wise, subject-wise, etc...)?

[Interviewee_4]: Genre-wise.

Interviewer: What significant concerns do you have in terms of buying books or thrifting books?

[Interviewee_4]: Physical condition of the book.

Interviewer: What would deter you from using this web app?

[Interviewee_4]: If quality rating is not reliable.

Interviewer: What would encourage you to avail of our services?

[Interviewee_4]: Good seller-buyer interaction.

Interviewee Code: Interviewee_5

Interview Date: September 6, 2019

Interviewer: What information do you look for before making a purchase (i.e. books, second-hand products...)?

[Interviewee_5]: Price.

Interviewer: What payment method do you think is best for online trading portals?

[Interviewee_5]: Cash on delivery.

Interviewer: Would you like to be able to like and comment on listings?

[Interviewee_5]: Yes.

Interviewer: What would you like your profile to look like?

[Interviewee_5]: Be able to track the transactions i have.

Interviewer: What landing page do you want to see first (i.e. newsfeed, profile, listings, etc...)?

[Interviewee_5]: Shopping mall like Lazada.

Interviewer: What kind of information are you willing to disclose on a public e-commerce site?

[Interviewee_5]: Name, address, contact number.

Interviewer: As a seller, would you prefer to have your contact details on the site itself or to have a link that would redirect to Facebook or some other platform?

[Interviewee_5]: It's better if i can scrape data from buyers profile so i can do an automated text message.

Interviewer: Would you want a seller review system on the site for quality control?

[Interviewee_5]: Yes.

Interviewer: Would you want a built-in reservation system or should that be handled between the seller and the buyer?

[Interviewee_5]: Between the seller and the buyer.

Interviewer: Do you want the user and seller profiles to exist as separate entities or would it be more convenient for you to be able to post listings and make purchases using the same account?

[Interviewee_5]: Same account.

Interviewer: What form of categorization is most convenient for you (i.e. by genre, author, subject, price etc...)?

[Interviewee_5]: Price.

Interviewer: How affordable do you find books in retail stores?

[[Interviewee_5]: P300 - P1000

Interviewer: How much are you willing to pay for books (i.e. textbooks, fiction, reference book, etc...)?

[Interviewee_5]: Not more than P1000

Interviewer: What additional features would you like to see?

[Interviewee_5]: Chat system.

Interviewer: How do you want to interact with the web app?

[Interviewee_5]: Have understandable icons on the top bar.

Interviewer: What factors affect your reading habits or lack thereof?

[Interviewee_5]: Font size and cost.

Interviewer: What kind of books do you gravitate towards (i.e. genre-wise, subject-wise, etc...)?

[Interviewee_5]: Mystery.

Interviewer: What significant concerns do you have in terms of buying books or thrifting books?

[Interviewee_5]: Quality of the book.

Interviewer: What would deter you from using this web app?

[Interviewee_5]: Complex interface and uninviting design.

Interviewer: What would encourage you to avail of our services?

[Interviewee_5]: Good design and functions.

Additional Comments

- The interview had a break for 30 minutes due to problems with the internet connection.

III. Interview Report:

A. Introduction

Group 2 held a series of interview with 5 participants on September 3, 5, 6, and 7, 2019. The interviews were conducted as part of the group's data gathering methods for the project. The participants were students from the University of the Philippines, Diliman. The data gathered helps in the garnering valuable feedback from potential users with regards to the ideal functional features of the web application.

The discussion was designed to gather information from the participants in regard to the following questions:

- 1.) What hindrances are consumers faced with when buying books from retail stores?
- 2.) How can these aforementioned issues be addressed by the proposed project?
- 3.) What information must be included in a book listing?
- 4.) What are the ideal classification systems for sorting books in an inventory?
- 5.) How do buyers and sellers wish to interact with the software?
- 6.) What kind of payment system is most convenient for both parties?

B. Participant Demographics

The participants in this series of interviews were male and female Filipino students enrolled in the University of the Philippines, Diliman. As such, they were in their late teens and early twenties. They also had an above average educational attainment. Their income bracket could be classed as moderate to high seeing as they had the capacity to purchase books as needed or in some cases, in leisure. On the matter of consumer trends, the participants were inclined to consider the affordability of products and convenience of services. They were all familiar with, if not experienced in, using e-commerce sites similar to the proposed web application.

C. Participant's Perspectives

Question 1: What information do you look for before making a purchase (i.e. books, second-hand products...)?

Based on the responses, the primary determinants of whether or not a consumer makes a purchase seems to be the price and quality of a product. The other factors such as shipping fee, vouchers, and ratings of the product as mentioned by Interviewee_4 could also be categorized under these two overarching considerations.

Question 2: What payment method do you think is best for online trading portals?

Three out of the five participants said that they preferred a cash on delivery payment system. The remaining two suggested a more integrated approach that involved registering their credit card information. In spite of this, their banking information was not among the data they said they were willing to disclose online.

Question 3: Would you like to be able to like and comment on listings?

The participants were receptive to the idea of having a more interactive design such that they would be able to react to listings as they would posts on a social media platform. The unanimous "yes" is indicative that adding the like and comment features might indeed boost user engagement.

Question 4: How would you like your profile to look like?

Aside from their name, username, and contact details, their answers implied that the user profile ought to display information relevant to both buyers and sellers. In particular, two of them asked for a transaction or purchase history. Interviewee_3 also recommended that a list of all the “products being sold” by the profile owner be displayed on that page itself.

Question 5: What landing page do you want to see first (i.e. newsfeed, profile, listings, etc...)?

Majority of the respondents were partial to having the available book listings as the home page or foremost landing page. This is consistent with the format of traditional e-commerce websites like Lazada as referenced by Interviewee_5. The minority opted for a newsfeed, which would contain general announcements or updates on the platform.

Question 6: What kind of information are you willing to disclose on a public e-commerce site?

At most, the participants were willing to share their name and contact details on an e-commerce website. Some expressed more concern about data privacy than others. There were a few that stated sharing only their names was permissible. However, in the subsequent question they insisted that the contact details be made public on the platform.

Question 7: As a seller, would you prefer to have your contact details on the site itself or to have a link that would redirect to Facebook or some other platform?

The interviewees were in agreement that the individual seller’s contact details ought to be included either on their profiles or explicitly stated on each listing. This, according to them, is a more convenient alternative to only being redirected to some third-party messaging application.

Question 8: Would you want a seller review system on the site for quality control?

The response to this question was a resounding yes. Interviewee_1 replied that it would allow the consumers to “easily track and monitor” the reliability of the seller and by extension, the perceived quality of their books.

Question 9: Would you want a built-in reservation system or should that be handled between the seller and the buyer?

Only one participant, Interviewee_1, said that they were keen on having a built-in reservation system on the web application. The others chose the option to have it handled between the buyer and the seller instead. The latter adds a degree of flexibility to the transactions occurring between the two parties.

Question 10: Do you want the user and seller profiles to exist as separate entities or would it be more convenient for you to be able to post listings and make purchases using the same account?

Again, only Interviewee_1 chose the former, whereas the other respondents asserted that they would much rather have the “same account”. That is to say, the users of this web application can post book listings on their profile as though they were a seller and browse the inventory as though they were a buyer using the same profile.

Question 11: What form of categorization is most convenient for you (i.e. by genre, author, subject, price etc...)?

There was a marked preference for sorting the books according to their price and genre. There were some outliers mentioned

by Interviewee_1 and Interviewee_2 that may still be considered as valid alternatives. Among them were filtering the inventory by author, subject, and publication date.

Question 12: How affordable do you find books in retail stores?

The participants, save for Interviewee_3, had bought books frequently enough to be able to give at least a rough estimate on how costly books being sold in physical retail stores are nowadays. They described the price point for these products to be somewhat expensive, although Interviewee_4 appraised them as “slightly affordable”.

Question 13: How much are you willing to pay for books (i.e. textbooks, fiction, reference book, etc...)?

The answers to this question reinforce the apparent high-cost of reading material sold at bookstores and the like. The price ranges the interviewees gave varied in size, although it generally fell somewhere between Php 100 – Php 1000. It should be noted that Interviewee_1 said that they were willing to pay for any book they could reasonably afford if they need arose. This echoes the begrudging attitude people have towards having to buy books that is just shy of their quota.

Question 14: What additional features would you like to see?

The additional features given that have yet to be mentioned were a shopping cart, a reporting tool, and an instant messaging feature. Firstly, the shopping cart would be software that assists clients in making several online purchases. Secondly, Interviewee_3 suggested a banning protocol to ensure that the sellers on the site are trustworthy. Lastly, the chat feature alluded to by Interviewee_4 could be used by sellers and buyers to work out the details of their transactions.

Question 15: How do you want to interact with the web app?

The participants expressed that they wanted to interact with the web application in the simplest manner possible. Interviewee_4 supposed that this could be achieved through the integration of a “visible search bar and the proper categorization of products.” Likewise, Interviewee_2 proposed the addition of push notifications to update the users every now and then. The rest of the responses were along the lines of having a clear and intuitive user interface.

Question 16: What factors affect your reading habits or lack thereof?

The factors most commonly cited were time, cost, and eye strain. The former two can be addressed by the web application since it offers convenient means to acquire books at a much cheaper price. This is especially well-suited to students like the participants in this study since they would be able to set their own terms for obtaining the books rather than having to scour several shops for a single required reading.

Question 17: What kind of books do you gravitate towards (i.e. genre-wise, subject-wise, etc...)?

The preferences of the interviewees varied, although two of the five mentioned mystery books as their favoured genre. This, coupled with Interviewee_2’s response of “fiction books” insinuated that majority of the respondents read books for entertainment purposes.

Question 18: What significant concerns do you have in terms of buying books or thrifting books?

The most pressing concern shared by a number of the participants are the quality or physical condition of the book they are purchasing. Interviewee_3 also mentioned that a fair price is another point of contention. There two areas of interest could be accounted for by a sophisticated rating system.

Question 19: What would deter you from using this web app?

The participants mainly spoke about the user interface of the web application. They communicated that they would be hesitant to use software that was not easy to navigate or one that appeared too complex. Interviewee_5, cautioned strongly against an “uninviting design”. Interviewee_4 also said that having a reliable rating system was essential since they would be discouraged from using the app otherwise.

Question 20: What would encourage you to avail of our services?

The responses to this question were essentially the antithesis to the previous query. They all remarked about having a “good UI” and a “simple interface” so that people would be inclined to use the web application. Interviewee_1 also added that the availability of books and low prices might also drive traffic to the site.