45 mins interview

Broadly gathering information about:

* Grooming product purchasing habits
* Experiences with loyalty programs and reviews
* Experiences with data privacy and trust

* Nazneen Tamboli (Interviewer)
* Participant- Zaid Ahmed, 31, Seattle 04/25/2020 – Answers highlighted in Blue
* I chose Zaid because he buys grooming products regularly and currently subscribes to loyalty programs and he also tries new products often. He fits in the third category of our team’s target groups.

Light (yes/no) questions:

1. Do you buy Grooming products regularly? And how often? If not, why not?

Yes, once a month.

1. Do you prefer to try products before buying?

Yes, I like to buy trial packs to see if it suits my skin and then only go ahead.

1. How often do you buy the product online vs in stores?

I buy in-stores products more than I buy online products

1. How much time would you be willing to spend on testing and reviewing the products every week?
   1. 2 hours
   2. Less than 2 hrs  I would choose less than two hours
   3. More than 2 hrs

Long questions:

1. Would you consider sharing your grooming data (hair color, skin tone, eye color, age) with a grooming app? (in return for some value).

Of course, why not. If the data helps the app to suggest better products depending on my body then I don’t mind giving the data.

1. How frequently do you update your privacy setting in social platforms (like FB)?

Once in a year, after reading articles about data breach on the particular platform. Or sometimes when my wall is getting spammed by users that I do not want to see.

1. Is it because you are not concerned about privacy or is it because it is very complex to manage settings?

Actually, it’s very complex to manage privacy settings so I don’t update it regularly, so I update it only when there’s a blog where instructions are provided on how to update it.

1. Do you understand the Terms & Conditions that describe the companies data usage policies?

No, I don’t spend time reading it thoroughly. Every time I did try, it was a waste of time, not clear to me what it meant.

1. Have you ever had your personal data hacked or stolen online?

It happened once long time back. I went on some online website and entered my password where it wasn’t required, I wasn’t able to access my email after that. I lost that account and had to open another email account.

1. Would you be open to providing detailed feedback about products?

Detailed no, I don’t like writing long reviews, I like websites that have options to choose in different categories and I just have to rate them under different categories, which makes up the review.

1. Will you be open to feature in grooming product videos (how to use or reviews) that are shared with other grooming app users? If not, what reservations do you have about featuring in videos?

I am not willing to show my face because I’m very camera conscious but I can certainly hold the product in my hands and review it.

1. What is your process to decide which products you need to buy?

Depending on my immediate needs, I search for products and buy it. It keeps varying, like if I’m growing my hair, I buy hair gel and oils.

1. Do you get reviews from friends or do you research the products online?

I research it online and read from other reviews but not from friends.

1. How do you pick the brand you want to buy?

Brands I buy from vary, depending upon the ingredients they’re using and user reviews.

1. How open would you be sharing extra data points (about you) to the app in exchange for monetary consideration?

I would share only basic facts about me and refrain completely from medical data and history.

1. If yes (update privacy settings) then - what do you like about it and what do you not like about it?

I like the fact that I always have an option to change privacy settings.

1. Describe any negative experiences that you may have had while providing reviews for grooming products online (you left a review/rating and got bad comments from other users)?

No, it never happened. People liked my comment actually and appreciated that it was useful.

1. Do you like to read short reviews or long, descriptive ones? Which has been more helpful for you.

Long descriptive ones are more helpful because they explain the product in detail which really helps in making a decision.

1. Do you like grooming product videos such as how to use the product or product reviews?

Yes, I like it. It helps in understanding visually how the product looks on someone’s skin or hair and I can visualize if it’ll be useful to me or not.

1. Which privacy solutions do you use today?

I don’t use a solution like that, I’m not even aware of any app like that.

1. What are the current challenges in managing your privacy? Which aspect of managing your privacy takes the most time?

Its difficult to understand the privacy setting and we don’t understand what the setting actually does. Its mostly trial and error. I make changes and see the implications of it and then change again later if I feel the need for it.

1. Which companies/types of companies do you trust that you are willing to share your data with?

I trust established companies, not newcomers or less popular ones.

1. What do you expect in return for compensation?

I expect premium membership where I get special discounts on new products to try and free shipping and returns.

1. Which companies give you a sense of security when it comes to your data? what makes you trust them?

I trust Dollar Shave club because they have been in business for a long time and have a lot of reviews for all their products, both good and bad which makes me think they’re genuine.

Rating type:

1. How would rate your trust level with Grooming Stores that offer loyalty programs?

(1 being low - 5 being highest)

I would rate it 4 since I like to stick with one store for a long time if I like their products. If they provide loyalty programs, I would love to take advantage of their loyalty programs.

1. How comfortable will you be as a user to share your grooming preferences data with a Grooming App type of an app?

(1 being low - 5 being highest)

5, I am completely comfortable.