1. What are you working on right now?
2. How did you get here?
3. What will you do to keep track of what you’re reading/doing for later reference?
4. Can you think of the main pain point in this process? And when/for what specific types of tasks/content does it happen?

**1 English major**

key words search (database), bookmark anything interesting, review everything and delete irrelevant things, write down quotes/info using paper and pen, writing paper and inserting quotes

Pain point: inserting quotes into the paper

**2Political science major**

Middle East politics.

Journal articles following tips from professors/TAs

* online search
  + google
  + vertical news sites with search features
* also library search

Used tabs (inefficient, kept like 15 tabs), now starting to use bookmark folders in the browser, using a project-based structure. Downloads PDFs, though prefers to keep stuff online and just reference it.

Pain point: Tough to know where stuff is, often multiple items from the same source and confusing to locate where exactly they are

Footnotes for articles from the same source to differentiate, and also when the paper is academic then highlight the author’s name for reference.

**3Computer science major**

keyword search, go through 4-5 pages, iterate search with different keyword, open interesting things in new tabs, bookmark/store links when necessary

leave tabs open for personal stuff

use different windows for different projects (but they get messy)

Pain point: too many tabs make the computer slow; tabs get hidden or shrunken and can’t figure out what is what; overwhelming to go through all tabs after a while; hard to keep a consistent structure, keeping a separate folder in bookmarks for “random” things

**4Journalism + history major**

normally sticking to the syllabus, but get distracted sometimes

lots of background research and fact checking for articles as a journalism student

normally google and things come back up

news consumption: get email/app alerts and not really bookmarking everything, if see interesting things for story ideas -> copy paste to a separate document for future references

5-7 tabs open during quiet time, 3 windows \* 15 tabs during busy time

obsessed with keeping it tidy, dislike clutter

have too many tabs

**NACHO’s**

**5 - MBA student**

Start w/ google and uni resources, or trusted news sources like wsj/nyt/bloomberg etc; open a few in new tab, reiterate with new key words when necessary; bookmark when multiple articles from the same source; 10-15 tabs on average, up to 20+ tabs when busy; when gets messy, use multiple windows; useful content save as pdf, but not keeping things for future, google it again

Pain: hard to remember which tab is for what project; especially when they are from the same source

**6 - MBA student**

* Start w/ google and other sources (NU library, Business Source Premier, company databases…) based on keywords.
* Opens millions of tabs, bookmarks some of them, to the point that the bookmarks menu gets overcrowded and turns into a drop-down selector
* Pull-in all links into a Word doc and categorize each link based on the topic it serves (sort of a bullet-point link list)
* Once all links are compiled, go through them
* Screen for relevance and pick quotes to include in final piece
  + Credibility of the source not as relevant as interest of the content
* When team collaboration is in order, resorts to a Google Doc instead of Word

Pain points:

* Many sources (e.g. Business Source Premier) show empty results even if looking for the right keyword
* When keywords are too broad Google tends to show irrelevant results for her searches, including paid results
* Not being able to filter by source type (worried about reliability): blogs vs newspapers vs scientific journals
* Not having some “to do list”
* Losing track of her footsteps, and then having to revisit many tabs looking for the one she just was in
* Having too many open tabs, would like some “open new and close current” or “open new and save current”
* Losing visibility of what each tag is about once there are too many of them opened

**23 -**

**24 -**

**25 -**

**PENNY:**

**7Medill grad**

**8 Jenny - McCormmick Junior**

Uses chrome and safari on laptop and mobile. When doing a search, starts with Google and bookmark important things occasionally if interesting. When doing serious research/project, uses Notes app on Mac or starts a Word doc and copy paste links and notes. Not a fan of bookmarking because the bookmark bar easily get congested. Uses Pocket on mobile, but seldom goes back to saved content. Claims an ideal situation would be a shortcut button that allows you to highlight a quote and grabs link and title and save it for immediate use when writing a report. Complaint: copy pasting as a work-around is not completely unnecessary, but dealing with different format and fonts is. Consistent categorization and organization is important to this user. If something can help identify which things she looked at for paper A and differentiate those info from paper B research, that would solve a lot of questions. When can’t find an old article, normally start by looking at a proximate time period in history/social media history, or asking friends/family who discussed this topic with her. But thinks it’s fine if she doesn’t find it.

**9 Katelyn - Piano Junior**

Mainly uses browsers to conduct research and look for music. When working on a paper, start with search engines and open 20 tabs or so. Elimination process begins and duplicate information is eliminated first. Useful tabs never close during the drafting process of a paper, even for longer papers that take a few days to finish. Uses bookmark sometimes, but never in subfolders because unorganized folders actually waste time. Whenever sees important content and need revisiting (not too often), the user choose to add things to Pocket or Evernote Web Clipper (especially for the suggested reading function). Active chrome plugin user for unblock youku purposes mainly, and Web Clipper. Also uses IE. Thinks would be cool to have cross platform tool and browser history right now looks unfriendly. Major complaint: unorganized bookmark, difficult to find content in bookmark bar. Looking for things from past is not a major problem but organizing is (auto-tagging or categorization, rather than a simple bookmark tool). Mindmapping sounds cool, but wouldn’t be a pain if it’s not there.

**10 Tony - Weinberg Junior**

**Florent’s Interviews**

**11Interview #11 - Sara SIngh**

**ASLP: 23, female, Chicago, student**

What is your typical media consumption: Wall Street Journal, New York Times, Huffington Post. Celebrity gossip, fashion trends. Magazine - Cosmo. Facebook & Twitter. Heavy user. Heavy Facebook user. Social obligation to read the news.

Do you use social media a lot? Yes a lot. Talk to people. Keep in touch with friends. Stalk people. Read a lot of news on on social media. She reads more news on social media than on the other news websites. She gets primarily informed on social media.

Do you use any life logging tools - wearing technology, IoT things kind of stuff…Recently started using Klout. Started using it because friends told her to use it. She doesn’t understand it yet - sees the content you post and categorizes it and scores you, based on likes and views.

Do you have a diary? Why or why not? Do you have a blog? Why or why not? She used to have a diary. Every day she wrote a diary. Hand written. From 3rd grade to 10th grade, she wrote a diary for every year. But then MSN messenger came and she lost interest. You didn’t have time, and technology took over.

Do you use bookmarks, Evernote, BufferApp, or any other tagging/logging platform? She uses bookmarks because she forgets sites. She wants to remember the sites. She loses track of her Internet consumption and she goes back to it using bookmarks.

What type of product will enhance your efficiency, productivity in life?

Do you find it hard to keep in track of your media consumption? Sometimes yes.

What do you think about an auto populated diary? She would love an auto populate diary but she feels other people won’t. She likes to keep track of what she is doing. If she had time she would write a diary even now. She used to go back to her diaries and learn a lot from it. She looks at what she learned and what her thoughts. In addition to what she did and where she went physically, but she wants something deeper. Adding your own narrative is very important.

Thoughts? I feel obligated to know what is happening in the news. It is a norm to be well informed. She was not in touch what happened in France, and she felt like a dumbf\*\*k. She feels it is important to go back and see what is happening in France. She wants to know what is happening in the world.

She needs a time management thing. Something that you need to put in content, and help you prioritize it accordingly to certain tools and rules that you have given it. She wants a prioritization app - she wants an app to show her what it prioritize and when.

**12Interview #2 - Lindsey Lumley**

**ASLP: 29, female, Chicago, administration**

What is your typical media consumption: Internet - social media - Facebook. Primarily Facebook. A little Instagram. Some LinkedIn. Purpose - she gets a lot of her news from social media. She likes staying on top on current events. She trusts her social network and its good source of news media.

Do you use social media a lot? A lot. Everyday. Several times a day. Few hours a day.

Do you use any life logging tools - wearing technology, IoT things kind of stuff…No not at all. It creeps her out. She does not want to share her whereabouts. She uses Nike running app.

Do you have a diary? Why or why not? Do you have a blog? Why or why not? She used to have a journal. During travel kept a journal. She had to keep one when she was a student for a trip. She uses it for reflection. Its amazing to go back to it and learn from it years later. You write down details that you often forget and you want to go back to and learn. You remember thing, interactions with people you met. To go back and see how you have changed - an observation or reflection. She has not time to keep one - it is time consuming.

Do you use bookmarks, Evernote, BufferApp, or any other tagging/logging platform? No. Not really. She used to use Evernote, but not anymore. She does not use it because she doesn’t trust websites that track her usage.

What type of product will enhance your efficiency, productivity in life? Not really. Her media consumption is mostly for entertainment. Not for research or any other productive part. If there was something important, she would like something to help her with it - but it is not pressing right now.

What do you think about an auto populated diary? It would be interesting and useful. It was sometimes a little too much!It would be interesting to see what you are spending your time on and seeing your reaction to things.

**13Interview #3 - Samuel Dyson**

ASLP: 25, male, Chicago, student

What is your typical media consumption: Consumes a lot of Internet based stuff. He watches a lot of sports on TV as well. On Reddit most of the time. Three hours a day. Online, consumes predominantly - on Reddit, it is a lot more video based, article based, electronic industry news and video games news. Also politics, memes. But most of the time video focused.

Do you use social media a lot? Yes. Of course. Doesn’t post much. But checks social media a lot.

Do you use any life logging tools - wearing technology, IoT things kind of stuff…No. Not really. Never got into the life-logging tools. Thought about it, but not done it yet. Not interesting enough. There is no need for life logging.

Do you have a diary? Why or why not? Do you have a blog? Why or why not? Have had one in the past. Don't use it any more. Don’t write anymore. Used to have trouble speaking a lot - so used to write. Now doesn’t have enough time to write. No time at all. Would rather watch a movie or something.

Do you use bookmarks, Evernote, BufferApp, or any other tagging/logging platform? Save a bunch of posts and gifs on Reddit - to use with other friends on chats. Save articles also - like infographics etc. Save articles to go back to. He doesn’t like to bookmark though. Looking for a less complex way.

What do you think about an auto populated diary? It is interesting. It would be a good way to manage time well. It would show me what you did today and what you didn’t. And it would show you where you wasted time and when you were efficient. Looking at it from a more time management, rather than a journal - he sees how sharing it would be interesting.

**14 Interview #4 - Jiwon Ha**

ASLP: 24, female, Chicago, student

What is your typical media consumption: Hulu, Netflix - shows and movies. Doesn’t read the news anymore. All from Facebook - all social media news consumption. Instagram - a gram a day. Gets most of her news from social media - news, videos so on and so forth. A lot of YouTubing - mostly music, social experiments etc.

Do you use any life logging tools - wearing technology, IoT things kind of stuff…Never used life logging tools - she thought it would never become a thing. She finds it surprising that is is a thing.

Do you have a diary? Why or why not? Do you have a blog? Why or why not? She has a physical journal. She grew tired of writing, so now she types her journal. She has a private blog in Korean. She writes two or three posts a month. Its a habit that she has had forever. She feels like she can’t write honestly on Facebook on Instagram - she can’t be emotional on social media, she wants to have a personal space for herself. Social media is too open.

Do you use bookmarks, Evernote, BufferApp, or any other tagging/logging platform? Bookmark everything that interests her. But never comes back to it.

What type of product will enhance your efficiency, productivity in life? If there was a reminder to her me go to my bookmarks and access it. It would remind her to go back to her bookmarks and read her saved pages.

Do you find it hard to keep in track of your media consumption? Yes. She has not time to digest all her media.

What do you think about an auto populated diary? She is not interested. She does not want to use something like this. She is a very private person. She does not want anyone or anything to know what she is doing. It needs to be private.

Thoughts?

**15Interview #1**

**ASLP:**

**What is your typical media consumption:**

**Do you use social media a lot?**

**Do you use any life logging tools - wearing technology, IoT things kind of stuff…**

**Do you have a diary? Why or why not? Do you have a blog? Why or why not?**

**Do you use bookmarks, Evernote, BufferApp, or any other tagging/logging platform?**

**What type of product will enhance your efficiency, productivity in life?**

**Do you find it hard to keep in track of your media consumption?**

**What do you think about an auto populated diary?**

**Thoughts?**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Round II - Florent**

**1/10**

**16Salome Lezhava**

**Demographic Information:**

**Age, Gender, Occupation**

**21, Female, Student**

**Internet Consumption Information:**

**- What does your typical Internet media consumption look like? Tell us more about the sites you visit, the broswer(s) you use, so on and so forth.**

***Social media sites. Facebook, Pinterest, Recipes, SoundCloud, news comes from Facebook. Get most information from Facebook. Music and fashion blog. Vogue. Chrome - only Chome.***

**- Would you consider yourself a heavy Internet user? Do you use the Internet for professional, personal or academic purposes - and how much of each?**

***Not too professional. But getting more and more professional. As she got older, she is interested in more professional content - Business Insider, Forbes etc. Reddit etc.***

**- Do you constantly have a lot of tabs and web pages open simultaneously?**

***She doesn’t have tabs open like super crazy. But it happens pretty often than she has tabs. She sees suggestions of other things, so thats how she opens new tabs. The Internet always links to other things. Its one page, and then suddenly you have new tabs open. When I search for something, I get the ads for that product soon. Constant circle that keeps navigating more and more.***

**- Do you access the Internet more on your laptop/desktop or mobile/tablet? Why would you choose one over the other - which medium would you use for what kind of browsing activity?**

***Mostly on laptop - just because she doesn’t like reading things on her phone. It is not good for reading. It is very limiting. Phone only for emails, Facebook, Instagram.***

**Logging & Tracking Specific Questions:**

**- Do you find it difficult to save, store, share and access Interesting articles and webpages that you bumped into in the past?- Do you bookmark, or use tools like Evernote's web clipper? If so, what is your experience with these tools? What do you like and not like about them?**

***She bookmarks things. She goes back to bookmarks and reads articles. She has folders and categorizes her Bookmark folder.***

**- Do you find it a tedious task to bookmark every interesting thing you see on the Internet? How satisfied or dissatisfied with your own logging and tagging system? What about the way you mark, tag and save your current web pages is difficult and cumbersome?**

***No. Actually it is a simple process. But the Bookmarking is just such a clutter! Too lazy to sort and go through. She feels like there should be a Pin button like Pinterest. Pinterest organizes your stuff well. Organizing is her pain. Organizing her Bookmarks. It doesn’t have time to organize and clean it up. SHe wants something that is more auto organized.***

**Ideal Scenario Questions:**

**- Vita is a product that automatically logs your web browsing history and categorizes them into buckets. You can go back to your Vita profile and you will see all your browsed pages nicely organized into categories so that you can easily access them. What do you think of something like this? - Do you think that a product such as Vita would be something that would solve some of your pain points when it comes to bookmarking? Do you consider the tools that you have right now, just not doing what you want them t?**

***She thinks that is really, really cool. The closest thing to what Vita is the so simple, rudimentary Chrome’s most visited pages. She hates that you have to manually do all this. I want something that is easy to navigate. Also, a system that remembers the content. She does not need it immediately - but in the future she sees doing a lot more research - the more diverse her browser history gets, she feels she will use a product like Vita more. It would be more useful for someone with diverse browsing history.***

**- What features do you think Vita should have? We can looking to a feature that allows you to not only easily access the pages your browsed, but allows you to visually see how you got to that page. Other features may include a share button, auto-citation button, a search function, so on and so forth. What features would set Vita apart from other products and solve your needs?**

**IDK.**

**2/10**

**17Erin Libby**

**Demographic Information:**

**Age, Gender, Occupation**

**30~, Female, Administration**

**Internet Consumption Information:**

**- What does your typical Internet media consumption look like? Tell us more about the sites you visit, the broswer(s) you use, so on and so forth.**

***Firefox. Or Safari. Gmail, Facebook, NPR.com, WBEZ, Huffington Post, ModClock.com, Assus.com, Waste a lot of time - Tumblr shir.***

**- Would you consider yourself a heavy Internet user? Do you use the Internet for professional, personal or academic purposes - and how much of each?**

***Not a heavy user. Mostly for personal stuff.***

**- Do you constantly have a lot of tabs and web pages open simultaneously?**

***It happens occasionally. Only if she is doing research about something. Looking for a new doctor. Comparing flights. But usually just Gmail, Facebook +1. Happens both at work or home. Its usually for non-work stuff.***

**- Do you access the Internet more on your laptop/desktop or mobile/tablet? Why would you choose one over the other - which medium would you use for what kind of browsing activity?**

***Laptop more than mobile. She doens’t have the FB app on her phone. Phone is for more games etc.***

**Logging & Tracking Specific Questions:**

**- Do you find it difficult to save, store, share and access Interesting articles and webpages that you bumped into in the past?- Do you bookmark, or use tools like Evernote's web clipper? If so, what is your experience with these tools? What do you like and not like about them?**

**- Do you find it a tedious task to bookmark every interesting thing you see on the Internet? How satisfied or dissatisfied with your own logging and tagging system? What about the way you mark, tag and save your current web pages is difficult and cumbersome?**

***She has a Pinterest. But she never uses it. She rarely, rarely use bookmarks. She would just rather email to herself. Or keep the link saved in Stickies. No saving, or categorizing mecahnism.***

**Ideal Scenario Questions:**

**- Vita is a product that automatically logs your web browsing history and categorizes them into buckets. You can go back to your Vita profile and you will see all your browsed pages nicely organized into categories so that you can easily access them. What do you think of something like this? - Do you think that a product such as Vita would be something that would solve some of your pain points when it comes to bookmarking? Do you consider the tools that you have right now, just not doing what you want them t?**

***Suspicious! Who is the going to show my browser history to? This app will probably want to sell me things, or sell my data somewhere. Apart from that, she would consider using it. She doesn’t feel there is place missing in her life to use this product. She is not often thinking “what was that thing I was looking for that I found.” However, she might find that she will use it because it adds efficiency.***

**- What features do you think Vita should have? We can looking to a feature that allows you to not only easily access the pages your browsed, but allows you to visually see how you got to that page. Other features may include a share button, auto-citation button, a search function, so on and so forth. What features would set Vita apart from other products and solve your needs?**

***She is just a laggard in terms of technology. She will only use it other people use it. She never beens to be the first person. She wants to see years of credibility.***

**3/10**

**18Jaeyon Choi**

**Demographic Information:**

**Age, Gender, Occupation**

**25, Female, Student**

**Internet Consumption Information:**

**- What does your typical Internet media consumption look like? Tell us more about the sites you visit, the broswer(s) you use, so on and so forth.**

***Chrome. She wants adblock. Ad block is only on Chrome. Usually Facebook, YouTube, Buzzfeed. Naver.com - to stay relevant.***

**- Do you constantly have a lot of tabs and web pages open simultaneously?**

***All the time. She gets one on incognito, and the public one. She has on average 10 tabs. She usually opens the computer to get work done. While working, she opens all the work tabs open. Always email is one tab. She checks out Tiwtter and then clicks on ll the articles. Canvas, readings, etc all open. When she done reading, she will close them. Tabs are like to-do lists.***

**Logging & Tracking Specific Questions:**

**- Do you find it difficult to save, store, share and access Interesting articles and webpages that you bumped into in the past?- Do you bookmark, or use tools like Evernote's web clipper? If so, what is your experience with these tools? What do you like and not like about them?**

**- Do you find it a tedious task to bookmark every interesting thing you see on the Internet? How satisfied or dissatisfied with your own logging and tagging system? What about the way you mark, tag and save your current web pages is difficult and cumbersome?**

***Bookmarks are annoying. I don’t like putting them into folders. She would never put them in folders. Its not intuitive. She like bookmarks. Folders are cumbersome.***

**Ideal Scenario Questions:**

**- Vita is a product that automatically logs your web browsing history and categorizes them into buckets. You can go back to your Vita profile and you will see all your browsed pages nicely organized into categories so that you can easily access them. What do you think of something like this? - Do you think that a product such as Vita would be something that would solve some of your pain points when it comes to bookmarking? Do you consider the tools that you have right now, just not doing what you want them t?**

***She likes it. She likes to categorize stuff. She never remembers websites she has visited. She wants a system organize stuff for for. She wants something that is intuitive and designed. Helps her finds stuff easily - pain potin.***

**4/10**

**19Aditi Ramchandani**

**Demographic Information:**

**Age, Gender, Occupation**

**28, Female, Sudent**

**Internet Consumption Information:**

**- What does your typical Internet media consumption look like? Tell us more about the sites you visit, the broswer(s) you use, so on and so forth.**

***Chrome. On Facebook a lot. Things that people share on Facebook. Don’t go to websites on their own. School, bank, bills etc.***

**- Do you constantly have a lot of tabs and web pages open simultaneously?**

***Every time tab she opens, its because she thought another thing and anothe rhting. And just use the other tabs. Chattign on Faebook. Email always open. Or doing research. Its mentally ehastuting.***

**Logging & Tracking Specific Questions:**

**- Do you find it difficult to save, store, share and access Interesting articles and webpages that you bumped into in the past?- Do you bookmark, or use tools like Evernote's web clipper? If so, what is your experience with these tools? What do you like and not like about them?**

**- Do you find it a tedious task to bookmark every interesting thing you see on the Internet? How satisfied or dissatisfied with your own logging and tagging system? What about the way you mark, tag and save your current web pages is difficult and cumbersome?**

**She does Bookmark. On FB you can save a link. She does that a lot. Priority of them are just sabed and she never goes back to them.**

**Ideal Scenario Questions:**

**- Vita is a product that automatically logs your web browsing history and categorizes them into buckets. You can go back to your Vita profile and you will see all your browsed pages nicely organized into categories so that you can easily access them. What do you think of something like this? - Do you think that a product such as Vita would be something that would solve some of your pain points when it comes to bookmarking? Do you consider the tools that you have right now, just not doing what you want them t?**

***She doesn’t really think it would solve her problem. She would still be overwhelmed with all the work she has. Its not about the number of tabs open to her, its about doing stuff on the tabs. So even it gets organized in the end of the day. she feels like she will have to do some work to action them.***

**POST-PIVOT INTERVIEWS**

**POINTS:**

1. One-stop shop for your past product research
   1. Check if users actually defer purchase decisions. The more this happens, the more there's a need for an assistant
   2. Check if users actually use workarounds to save access to product information during the decision process. NOTE: keeping product pages open as separate tabs until a purchase decision is made COUNTS as a workaround
   3. Check if users find it intuitive to have their personal one-stop shop for everything they've previously browsed
   4. Check if users understand and value the notion of a tool that helps ONLY with products that have already been browsed - i.e. this is not the place to search for stuff, it's just collection of what you PREVIOUSLY searched for
   5. Is there any particular category for which people feel this solution would adds much more value if made specific? E.g. if we focused just on clothing, we could have a virtual "fit" feature indicating whether the item fits well the user's body measures and which size they'd need to buy. This could allow for a quick cross-site, cross-brand and cross-item comparison of clothes that would make no sense for, say, electronics. \* The way to ask this is by prompting users to quote categories they shop and how they compare products (specifically, based on which attributes)
2. Categorization
   1. Show test users their recent product navigation history sorted by category. Gauge general intuitiveness
3. Seeing key product attributes on breadcrumbs
   1. Is this useful? Eventually, product pages on original sites will be displayed. Do users value being able to pre-compare here?
   2. What is the sweet spot between offering enough information allowing to compare products, without cluttering the interface?
4. Automatically logging product research
   1. Do our target users find it reasonable to have a tool tracking their shopping activity?
   2. How concerned are our target users that someone else might get a peek into such activity? Even if the premise is that the tool is for your private use, the best indicator of not crossing any red lines is if customers actually wouldn't even mind if 'others' saw their actions

**KENNY, MBA STUDENT, FORMER CONSULTANT**

1. One-stop shop for your past product research
   1. No regular pattern. Sometimes knows what he “needs” and goes for it. Sometimes he just researches in different stints and purchase comes way later. Frequently shopping online for tennis rackets (Amazon, sports vertical sites), and a lot of assorted supplies on Amazon
   2. Doesn’t keep formal lists of bookmarks to products. He does feel he is concerned with keeping product pages open as tabs to review them later. Only closes a tab when he knows he does not want the product.
   3. Thinks it could get confusing if not very well laid out. How can he see so many different items in a single place? Not sure this is useful for every purchase, again quotes that sometimes he just goes to Amazon and buys the first thing that “fits the bill”
   4. Understands the notion of a tracker but he doesn’t think he’s the target user for this - he barely reads his postal mail!
   5. He quotes again sports gear (rackets is his top-of-mind), as it usually entails heavy research and comparison
2. Categorization
   1. Thinks it would be absolutely necessary. Can’t see how a mix of all the stuff he’s browsed could make any sense. If he has to search within the site, then it’s not much different from searching on Amazon again!
3. Seeing key product attributes on breadcrumbs
   1. Not being a fan of using any “extra” support tool for his chores, still he says that if anything the value is in the comparison
   2. Thinks for rackets many interesting datapoints could be compared: weight, size, materials...
4. Automatically logging product research
   1. He’s not the type of person that’s careful and methodical about logging or storing anything. So he thinks it’s unlikely he’d be downloading this - says if he did, then the automatic thing is definitely the way to go. Otherwise it’s just a wishlist that you have to create - and he’s never done that.
   2. Absolutely unconcerned with his shopping research data being collected

**CRISTIAN, MBA STUDENT, FORMER MINING ENGINEER**

1. One-stop shop for your past product research
   1. Always looking up musical instruments (owns a guitar and a set of drums, plus accessories), not usually finalizing those purchases online. ROPO (which is a form of deferred purchase)
   2. He does write down (on a paper notebook) instruments he digs. Not happy about his method - it’s messy and does not scale
   3. Doesn’t see himself as online shopper - so the notion of “e-commerce assistant” does not resonate. Yet shortlisting and comparing musical instruments is something he feels a need for
   4. Reckons this is a shortlisting tool, and anyways music sites are very specialized in the first place, so he doesn’t see an opportunity in becoming a marketplace or even a research site. Good that it’s only to help organize products
   5. Music instruments, although there’s a physical component that e-commerce cannot emulate
2. Categorization
   1. Not a broad e-commerce user, thus finds little value in a one-stop shop
3. Seeing key product attributes on breadcrumbs
   1. Once you know the make and model, as an expert you sort of know the features. Value is in remembering brand+model numbers and the pages that were interesting about them.
   2. Hard to say… in principle brand and model is what he cares about (thinking instruments)
4. Automatically logging product research
   1. Not intent on shortlisting and much less online. If this is automatic... it could work. Not sure he’d download it just for his music research, there’s a few good sites he already “masters”
   2. Unconcerned with his shopping research data being collected

**JAY, IT CONSULTANT**

1. One-stop shop for your past product research
   1. Decent online shopper,
   2. Keeps open tabs and lots of amazon wishlists for all types of items - from school and home supplies to medieval-style swords
   3. One-stop-shop makes sense cause he shops for so many things that he cannot see how he would use a different tool for each. Wonders if we can make a site combining swords and books work well...
   4. Yes, understands and values the idea of just previously seen items. Thinks it should deliver something Amazon wishlists do not - e.g. combining non-Amazon sites. He sometimes compares with others (Walmart, BestBuy) depending on what he’s after
   5. He’s very familiar with swords which are very visual and very datafied (attribute-based), but can think of other categories he browses a lot: books (not so good for comparison), electronics...
2. Categorization
   1. Can’t say whether categories are a good idea. Only says it has to be clearer than an Amazon wishlist in which you got all your products together - that would be a mess!!
3. Seeing key product attributes on breadcrumbs
   1. More concerned with remembering (“idea retention”) than with comparing. Basic stuff like price is good cause it’s a deal-maker or -breaker
   2. Brand + product + price
4. Automatically logging product research
   1. Used to shortlisting, doesn’t mind it. Stops to think and says that wishlists get tricky when you have too many and sometimes can’t recall which ones - then you end up with duplicates or overlapping. Amazon is not good at telling you what you’re seeing (or similar) is already wishlisted - it’s like “trial and error”
   2. Doesn’t think this is sensitive private information at the personal level - there’s nothing in his shopping habits he wants to conceal... yet aware that corporations can use it for commercial purposes and that’s creepy