

Interview 1

Interviewer:

Hello, I'm Vineeth, and today we're here to do a focus group for our in-class project. This focus group is to discuss how University students make decisions about buying university merchandise.

I will lead the conversation about your experiences, regarding shopping university merchandise on-campus or through websites, while other team members record your answers.

We will also be audio/video recording this focus group if that is fine with you so we can refer to it later. All the records will be kept confidential.

This focus group will be 30 minutes long. Feel free to share your experiences and thoughts. Do you have any questions for me before we get started? Can we get started?

User: Yes

Interviewer: What's your name?

User: My name is Sathya

Interviewer: What's your major?

User: I am pursuing my masters in MIS

Interviewer: How long have you been studying at UIC?

User: Since last August, Fall 2021

Interviewer: What type of outfits would you prefer to wear?

User: It depends on the weather. If it's summer I would prefer to wear summer clothes, if winter then winter clothes

Interviewer: Have you ever purchased anything online?

User: Yeah

Interviewer: How was it different from in person stores? What motivated you to buy things online?

User: The size, quality and color can be deceiving in pictures. If it is in store i can see it with my eyes, try it and the buy

Interviewer: Which one do you prefer?

User: If I have time I would prefer in store. If not online purchase is the best option

Interviewer: Have you purchased any university merchandise?

User: Yeah, I got T-shirts from the store.

Interviewer: What do you look for before buying anything?(clothes related)

User: Size, color and etc

Interviewer: What university merchandise would you like to buy?

User: Sweatshirts and T-shirts

Interviewer: What are the three important pointers for making a decision to buy university merchandise?

User: Color, Fit and if outfit is matching my wardrobe

Interviewer: What were your good experiences with online shopping?

User: As of now I only had good experiences. Like all these years I never had any bad experience.

Interviewer: What other products would you buy with university logos?

User: card wallet

Interviewer: Have you ever purchased any merchandise from other universities?

User: No, I haven't

Interviewer: Thank you guys for your time. We would like you to sign the participant sheet as we have to submit it to the professor.

Focus Group 1: 5 users

Interviewer:

Hello, I'm Surya, and today we're here to do a focus group for our in-class project. This focus group is to discuss how University students make decisions about buying university merchandise.

I will lead the conversation about your experiences, regarding shopping university merchandise on-campus or through websites, while other team members record your answers.

We will also be audio/video recording this focus group if that is fine with you so we can refer to it later. All the records will be kept confidential.

This focus group will be 30 minutes long. Feel free to share your experiences and thoughts. Do you have any questions for me before we get started? Can we get started?

All: Yes

Interviewer: What's your name?

User 1: Jose

User 2: Libby

User 3: Alexa

User 4: Yosuf

User 5: Liz

Interviewer: What's your major?

Jose: Undecided

Libby: Education

Alexa: Latina/Latino Studies

Yosuf: Civil Engineering

Liz: Engineering (Undecided)

Interviewer: How long have you been studying at UIC?

Jose: 1 semester

Libby: 1 semester

Alexa: 0 days (visiting)

Yosuf: 1 semester

Liz: 1 semester

Interviewer: What type of outfits would you prefer to wear?

Jose: Hoodie

Libby: Sweater and Hoodies

Alexa: Pants and Crop tops

Yosuf: Sweater

Liz: Jeans and Casuals

Interviewer: Have you ever purchased anything online and how was it different from in person stores? What motivated you to buy things online?

Jose: Online shopping is less time consuming.

Libby: Yeah, it is better in person as we can choose the right sizes.

Alexa: In in-person, we can try different outfits.

Yosuf: It is easier online.

Liz: In person stores are better as there are more varieties to try on.

Interviewer: Have you purchased any university merchandise on campus?

Jose: No.

Libby: No.

Alexa: No, but would like to buy one

Yosuf: Yes

Liz: Yes

Interviewer: What university merchandise have you bought?

Yosuf: I have a hoodie

Liz: I have a T-shirt

Interviewer: What are the three important pointers for making a decision to buy university merchandise?

Jose: Quality, price

Libby: Shipping, quality

Alexa: Price, shipping

Yosuf: Price, quality, time

Liz: Quality, price

Interviewer: What were your good experiences with online shopping?

Jose: -

Libby: More varieties

Alexa: Easily accessible

Yosuf: Fast delivery

Liz: -

Interviewer: Where were your bad experiences with online shopping?

Jose: difference in quality

Libby: Wrong size

Alexa: Sometimes it gets lost.

Yosuf: Wrong size

Liz: -

Interviewer: What other products would you buy with university logos?

Jose: Cards would be nice

Libby: I would like hoodies.

Alexa: -

Yosuf: I would wear anything.

Liz: I would say stickers would be nice

Interviewer: Have you ever purchased any merchandise from other universities?

Jose: I bought a hoodie in Minnesota when I visited my sister's school.

Interviewer: Thank you guys for your time. We would like you all to sign the participant sheet as we have to submit it to the professor.

Focus Group 2: 5 users

Interviewer:

Hello, I'm Ajay, and today we're here to do a focus group for our in-class project. This focus group is to discuss how University students make decisions about buying university merchandise.

I will lead the conversation about your experiences, regarding shopping university merchandise on-campus or through websites, while other team members record your answers.

We will also be audio/video recording this focus group if that is fine with you so we can refer to it later. All the records will be kept confidential.

This focus group will be 30 minutes long. Feel free to share your experiences and thoughts. Do you have any questions for me before we get started? Can we get started?

All: Yes

Interviewer: What's your name?

User 1: Janvi

User 2: Victor

User 3: Jenny

User 4: Mihir

User 5: Elar

Interviewer: What's your major?

Janvi: Chemical Engineering

Victor: Business Management

Jenny: Nursing

Mihir: Civil Engineering

Elar: Business Administration

Interviewer: How long have you been studying at UIC?

Janvi: 2 semesters

Victor: 1 semester

Jenny: 1 semester

Mihir: 1 semester

Elar: 1 semester

Interviewer: What type of outfits would you prefer to wear?

Janvi: Baggy clothes

Victor: Casual

Jenny: Sweat Shirts

Mihir: Jeans and Hoodie

Elar: Jeans and Casuals

Interviewer: Have you ever purchased anything online and how was it different from in person stores? What motivated you to buy things online?

Janvi: Different kinds of availability of clothes(multiple choices)

Victor: Try it on before buying the product

Jenny: Delivery to the home

Mihir: Saves a lot of time compared to in-person shopping

Elar: Availability of different brands at a single location

Interviewer: What would you prefer in-person/online?

Janvi: Online

Victor: In-Person

Jenny: Both

Mihir: Online

Elar: Online

Interviewer: Have you purchased any university merchandise on campus?

Janvi: Phone case

Victor: SweatShirt , Notebooks

Jenny: Sweat Shirts , Coffee mugs

Mihir: Joggers

Elar: Shorts

Interviewer: What were your good experiences with online shopping?

Janvi: Good deals

Victor: It comes in time

Jenny: Fast delivery

Mihir: -

Elar: Can buy multiple items at once

Interviewer: Where were your bad experiences with online shopping?

Janvi: Incorrect sizes

Victor: When online websites crash

Jenny: Change in the material

Mihir: when products are sold-out

Elar: -

Interviewer: What other products would you buy with university logos?

Janvi:

Victor: small logo for phone cases

Jenny:stickers

Mihir: -

Elar: -

Interviewer: Have you ever purchased any merchandise from other universities?

Victor: I got a sweatshirt from University in Minnesota

Interviewer: What are the three important pointers for making a decision to buy university merchandise?

Victor: availability

Janvi : Material , Quality

Jenny: Size

Mihir: Quality , Size

Elar: Quality , Size

Interviewer: Thank you guys for your time. We would like you all to sign the participant sheet as we have to submit it to the professor.

CS422 User Interface Design and Programming
Participant Signature Sheet

Submitted by:
[Group 4]: [Ajay Marampalli Sai Suryateja Sakuru Vineeth Myneedi]

Participants: By signing this form, you acknowledge that you have participated in a focus group or user test for the above group related to the above course on the date indicated below.

Printed Name of Participant	Signature of Participant	Date of Participation	Printed Name of Participant	Signature of Participant	Date of Participation
Satya	satya	14/3/2022	Yousif	[Signature]	14/3/22
Jase	[Signature]	3/14/2022	JANVI	[Signature]	03/14/2022
Libby	Libby	03/14/2022	Victor	[Signature]	03/14/2022
Avera	avera	03/14/2022	Jenny	[Signature]	03/14/2022
LIZ	[Signature]	03/14/2022			

Group Members: please initial below to indicate that your group members acknowledge that you are aware that you are bound by UIC's honor policy in letting participants sign this form only if they have actually participated in a focus group or user test for the class as required.

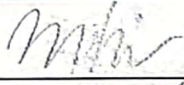


(group members' initials)					
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CS422 User Interface Design and Programming
Participant Signature Sheet

Submitted by:

[Group 4]: [Ajay Marampalli Sai Suryateja Sakuru Vineeth Myneedi]

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Printed Name of Participant	Signature of Participant	Date of Participation	Printed Name of Participant	Signature of Participant	Date of Participation
M.H.C		03/14			
El.		03/14			
VICTOR		03/14			

Group Members: please initial below to indicate that your group members acknowledge that you are aware that you are bound by UIC's honor policy in letting participants sign this form only if they have actually participated in a focus group or user test for the class as required.

(group members' initials)					
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