**Discussion Guide**

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| **Focus Statement**  **(include research context and target users)** | We want to understand how users would make decisions about what merchandise they would like to buy and how their decision is influenced by different circumstances. We will then identify the constraints and barriers they face when choosing the items to buy, the selection of university merchandise and their preferences.  Target users: students |
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| **Discussion Guide** |  |
| * **Introduction** | 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? |
| * **Key demographic questions** | 1. What's your name?  2. What is your major?  3. How long have you been studying at UIC? |
| * **Warm-up questions (factual answers)** | 1. What type of outfits would you prefer to wear?  2. Have you ever purchased anything online and how was it different from in person stores? What motivated you to buy things online?  3. Have you purchased any university merchandise on campus? |
| * **Main questions (open-ended discussions)** | 1. What do you look for before buying anything online?  2. What university merchandise do you buy?  3. What are the three important pointers for making a decision to buy university merchandise?  4. What were your good experiences with online shopping?  5. What were your bad experiences with online shopping?  7. What other products would you buy with university logos?  8. Have you ever purchased any merchandise from other universities? |
| **Design Probe(s)** | 1. Campus wardrobe - <https://campuswardrobe.com/>  2. Shop college wear - <https://shopcollegewear.com/> |