

Interview Questions → Girls Frokland Clothing Store

What is your typical day like? What do you do for a living (build trust)?

Do you use any other App/Website to buy clothes?

How often and which ones you use most of the time?

Why do you trust these websites more?

What problems that these websites won't solve for you?

What kind of clothes do you purchase?

USER FEARS

What are the things that stop you from purchasing clothes online?

What are your fears when you make an online purchase?

PAYMENT METHOD/DELIVERY

How do you pay for your online purchase? → Which method do you prefer for payment?

Do you face any problem with your item delivery or return? → How would you like to return your products?

What do you think is the standard delivery time after you order something?

INFORMATION ARCHITECTURE

What do you typically look for on the front/main page of clothing websites? **Items on SALE. Different options/sections**

What is the most important product information that help you make a purchase? **Price, Fabric, Color, Size (payment method)**

Does these website's lack any information you need?

HELPLINE QUESTIONS

If you face any problem with the clothes, where do you complain? How well did it go last time?

See how users react in panic and how they resolve their frustrations

How many times have you called the helpline of any of these clothing ecommerce websites?

ACQUISITION CHANNEL/MARKETING

How did you find those websites in the first place?

USER USING PRODUCT IN CONTEXT

Tell me your last experience with purchasing online and how did it go?

You want your daughter to look like a princess on first school day, how would you manage that using some shopping website? (Please walkthrough all your steps)

She might use Google to search first for the keywords which are really important for our business and Search engine optimization

On what criteria, do you select a dress for your little girls?

Create your account on this famous ecommerce clothing store?

Once they create the account, ask them to login using the account they just created

Now walk me through your dress selection process for your 7 years old daughter?

When was the last time you purchased clothes online? Then ask her "Show me how you did it"

Which kind of dresses do you try to find for your daughters (age 3 to 9)?

PRCING PRODUCT

How much would you like to pay to buy a gift for a niece?

Ask for range, not a specific value

What do you think could be the price of these princess dresses?