

## Ecommerce UX Interview Questions

- 1) Why do people shop online?
- 2) What types of product do you buy online?
- 3) What types of product do you avoid buying online and why?
- 4) What do you like the most and least about the checkout process?
- 5) Try to remember the last time an online purchase couldn't be completed for some reason. How did you feel then?
- 6) What goes through your head when an online purchase fails?
- 7) What was the last thing you bought online?
- 8) Tell me about the last time you bought something online.
- 9) How do people shop online?
- 10) For your customers, what is the difference between online shopping and offline shopping?