

# Interview Script

## Introduction:

Hello, and thank you for allowing me to interview you for this research. I'll be asking you some questions about your apparel shopping experiences, preferences, and habits. This should be a fairly quick interview, but feel free to elaborate as much as you desire on your answers.

Don't hesitate to ask questions if you are unsure about something. And finally, rest assured that any recordings are just notes and observation and will not be shared. If you are ready, let's begin!

First, I want to ask some basic demographic questions:

1. How old are you?
2. What is your profession?

## ▼ Questions

1. What motivates you to shop online for clothing?
2. What de-motivates you?
3. What encourages or discourages you to shop in-store?
4. How often do you shop for apparel online?
5. What are your top priorities when shopping online? And in-store?
6. What is your normal online shopping process?  
(Ask about device if not given)
7. Do you read or watch product reviews, and where?
8. What are e-comm trends that are pleasing to experience? What about those that do not? What may change your feelings about it?
9. Tell me about your best online shopping experience, and why it was the best. What does that brand mean to you and speaks to you?

10. Not tell me about your worst experience and why it was the worst. What about that brand doesn't connect with you?
11. What would be a deal-breaker that might have you abandon a cart and shop elsewhere?
12. How important is the visual layout and interface for your shopping experience?
13. Do you have a prefer quantity or quality regarding your clothing? If a mix of both, what is your thought process on determining if something should be one or the other?
14. How important is it for you to be up-to-date with seasonal trends, and does this affect your purchasing behavior?