

Sample User Interviews – Full Script Format

Interview: Derrick “D-Rex” Johnson

Warm-Up

- Q: Can you tell me a bit about yourself and how you got into gaming?
- A: I’m a pro gamer and streamer. I started playing as a kid and turned it into a career.
- Q: What types of games do you play most often, and on which platforms?
- A: I mostly play competitive FPS like Valorant on PC.



Shopping Behavior

- Q: When you’re buying gaming accessories (headsets, keyboards, controllers, etc.), what’s your usual process?
- A: I check Reddit and YouTube, then buy from specialized sites or Amazon.
- Q: Where do you typically shop for gaming gear (online stores, in-person, specific websites)?
- A: Mostly online—sites like Newegg, Amazon, and brand stores.
- Q: What influences your buying decisions (e.g., reviews, specs, brand, aesthetics)?
- A: Specs and performance are key. Also aesthetics for my stream setup.



Pain Points

- Q: Can you recall a recent time you bought a gaming accessory online? What was that experience like?
- A: Last time I bought a mouse, it was backordered for weeks.
- Q: What’s frustrating or confusing about shopping for gaming gear online?
- A: It’s hard to find exact spec details. Stock levels are unpredictable.
- Q: Have you ever returned a product? Why?
- A: Yes, when a keyboard didn’t feel right for FPS games.



Needs & Preferences

- Q: What features or filters are most important when browsing products?
- A: I filter by brand, DPI, and switch type.
- Q: Do you care about customizing your gear (e.g., RGB lighting, key layout, color schemes)?
- A: Yes, everything from lighting to layout.
- Q: How important are things like product comparisons, unboxing videos, or community reviews?
- A: Very important—I watch unboxings and read lots of reviews.



Budget

- Q: Do you usually shop within a certain price range?
- A: Not really, I’ll spend whatever if it boosts performance.
- Q: What would make you feel something is “worth it” at a higher price point?

- A: High performance, trusted brands, and good reviews.

 Accessibility (if applicable)

- Q: Do you have any accessibility needs when shopping or using gaming gear?
- A: No specific needs.
- Q: Have you ever struggled to find equipment that fits your setup or preferences?
- A: N/A