

Personal user questionnaire

We are going to cover four different sections in this questionnaire.

First of all we will cover transactions between two personal users. CASH ALSO

1. Tell me about any funds you transferred in the last week including cash. (Send money to friends, payed for a second item, transferred funds online, transferred funds in person etc.)
2. In what situations do you transfer money to other people (not businesses) ? Any others?(List)
3. How many transactions of this nature have you made in the last week? Get a figure.
4. What do you typically do when preparing to transact funds to another person (Online and in person)?
5. What would be the worst case scenario when transacting funds to another person?
6. What is your preferred method of transacting funds with other people in person and online?why?
7. Can you tell me about a time you had any issue or frustration when transacting funds online or in person to another person using your preferred method
8. So in that situation you.....? (Pause for answer)
9. If you had a preference in relation to carrying your funds on your person what would it be?
 - card
 - cash
 - mobile wallet

Next we will go over transactions between personal and business users in person scenario.

1. Tell me about any funds you transacted with businesses in person in the last week. (Paid for item in store, paid small business in person, mechanic etc.)
2. In what situations do you transact money with businesses in person? Any others?
3. How many transactions of this nature have you made in the last week? Get a figure.
4. What do you typically do when preparing to transact funds to a business in person?
5. What would be the worst case scenario when transacting funds to a business?
6. What is your preferred method of transacting funds with businesses in person? why?
7. Can you tell me about a time you had any issue or frustration when transacting funds to a business using your preferred method?
8. So in that situation you.....? (Pause for answer)

Now we will discuss transactions between personal and business users online

1. Tell me about any funds you transacted online with businesses in the last week. (Paid for item online, paid for service online, subscribed online.)
2. In what situations do you transact money with businesses online ? Any others?
3. How many transactions of this nature have you made in the last week? Get a figure.
4. What do you typically do when preparing to transact funds to a business online?
5. What would be the worst case scenario when transacting funds to a business online?
6. What is your preferred method of transacting funds with businesses online? why?
7. Can you tell me about a time your preferred method didn't work?
8. So in that situation you.....? (Pause for answer)

Finally we will discuss transactions between personal users and businesses via digital media

1. When watching adverts on TV or youtube etc. is direct interaction with the advert something that increases the attention and time you give to the advert?(Links to website etc.)
2. Have you in the last week watched an advert and immediately wanted to purchase the item / service?
3. How often have you felt this need in the last week?
4. If you could purchase goods / services directly through adverts / digital media, what pain points or concerns do you think you would feel?
5. Have you ever advertised an item you had for sale by uploading a video to a social media platform and or video platform?If so would this be a usual practise for selling goods of a certain value?
6. Can you give an example of an advert that was interactive that caught your attention? If so why do you think that was?