

## Interview Questions

These are the set of Interview Questions I asked shoppers at Sam's Club. (The Questions varied per person).

**To see the responses, click on [Interview Responses](#)**

1. What are the first things you see when you walk into Sam's Club?
2. How do you make your way to the wine section of the store?
  - a. How long does it take you?
3. Are you satisfied with the layout of the wine section?
  - a. What do you like/hate about it?
4. What is the biggest thing you look for when shopping for wine?
5. Are you satisfied with the wine options presented?
  - a. Would you like more options available?
  - b. Do you like trying new wines or do you drink from your top favorites?
6. Do you know any local wineries around the area?
  - a. Have you tried any?
7. What was one bad shopping experience you had when shopping for wine?