

Interview Guide - Mirror

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Stakeholder : Mirror Owner

Introduction

Good morning/ afternoon, _____, thank you for taking your time to have this interview with me. My Name is Lucy and I am currently doing research study for Mirror, a clothing brand. I will ask you some questions related to your shopping experience offline and online. Your answer will help us to design a smooth shopping experience for customers and they are greatly appreciated for the research study.

There are no right or wrong answers, as the purpose of this interview is for me to learn from your experiences and perspectives.

Do I have permission to record this? The recording will only be used for this research and it will never be shared with anyone except those with need-to-know.

The interview should take about 30 minutes. Feel free to stop me anytime if you need a break or any questions. Do you have any questions?

Ok, let's get started.

Demographic Questions (It will be asked prior the interview time)

Firstly, let me know more about you.

1. What is your name?
2. What is your gender do you identify with?
3. What is your age?
4. What is your relationship status?
5. Do you have kids?
6. What do you do for a living?
7. Where do you live?

Interview Questions

1. How often do you shop clothing online?
2. When do you normally shop clothing online?
3. When was the last time you shopped for clothing online?
 - a. What website did you shop at? What did you buy?
 - b. How was your shopping experience on that website ? Pleasant / not so easy? Tell me more.
4. Do you prefer to shop for clothing online or in stores?

- a. What do you like and dislike about shopping online?
- b. What do you like and dislike about shopping in stores?
- 5. What is your favorite website for online clothing shopping? What do you like about it?
- 6. What are the 3 most important things when you shop clothes online?
- 7. What device do you usually use to shop clothes online?
- 8. Are sales and promotions important for you when you shop online? Why?
- 9. Are shipping and returns important factors when deciding to shop clothes online?
- 10. How do you figure out sizing and fitting for clothes when you do online shopping? Walk me through how you shop for clothing online.
- 11. Tell me how you usually use a clothing website ? E.g. what do you click on, what filters do you use, what attracts the most from the page (if it is possible - share the screen)
- 12. Tell me what is an ideal clothing website in your mind?

Brand Image / Logo Questions

- 13. What are the top 2 clothing brands you like the most? Why ?
- 14. What clothing brand do you hate the most? Why ?
- 15. Is brand image/ reputation important for you when you buy clothes? Why?

Closing

Once again, thank you so much for your time! I really appreciate it!
Do you have any questions for me?