

Interview Guide 1

Target End Users:

Research Objective: Identify and evaluate the behaviors and motivations of frequent and infrequent cannabis consumers. We seek to understand their decision-making processes when selecting cannabis sources, engaging with cannabis experiences, and adopting quality and conscious consumption practices, while determining their relationship to brand loyalty.

Hi! Thanks so much for taking part in this interview. The purpose of this is to help our team better understand your experience with cannabis. Everyone's experience is different & valid, so please feel free to answer each question to your comfort level and or let me know if you want to skip any questions.

First of all, is it alright if I record this interview?

Overview

Can you tell us a little about yourself - what you do, what are your hobbies, etc?

Can you describe your current cannabis routine for us? What do you enjoy about it? What do you think can make it better?

Can you tell me about a recent cannabis experience that you had?

Do you have a favorite cannabis experience, and what made it so special?

How would you describe your relationship with cannabis?

Goals

Can you tell us a little bit about how cannabis consumption has supported you throughout your life?

1. What makes the experience positive for you?
2. What makes the experience negative for you?

Priorities

What are the most important details that you need to know about cannabis before consuming it?

What's the most important thing you need to have before consuming cannabis?

Let's say you want to smoke right now...

- What type of setting would you prefer to consume cannabis in?

Motivators

What emotions would you say encourage your cannabis consumption? Do you notice you smoke more when you're feeling happy or when you feel anxious?

Let's say we were able to hear your thoughts when choosing if you should consume or not, what would that dialogue sound like?

Have you had experiences where cannabis has helped you accomplish certain goals that weren't possible if you weren't smoking?

Barriers

Can you think of a time in your past when you wanted to consume cannabis but weren't able to? What was stopping you?

1. Lack of trusted source
2. Don't know how the weed will affect you?

Does anything scare you or prevent you from purchasing cannabis?

Can you tell me about an experience that you had that prevented you from consuming cannabis or wanting to consume it in the future?

How easy is it for you to gain access to cannabis?

Habits

What times do you tend to smoke? Do you prefer the morning, afternoon, or night? Why?

Are there certain times when you smoke to prefer inside versus outside or vice versa?

What amount of cannabis do you usually consume per week?

Are there certain activities or entertainment that you like to engage in when you're smoking?

So let's say you were out of cannabis right now and you wanted to get more, can you take us through your step-by-step purchasing process?

What do you like about your current purchasing process? What do you dislike?

Are there certain types of strains that you prefer to purchase? Why?

Relationships

Do you tend to smoke when you're alone more than when you're with friends? Why?

Tools

How do you currently consume cannabis?

Do you prefer this method over others? Why?

How often do you purchase products that help your cannabis consumption?

1. Why/why not?
2. Do you think there's something particular that would encourage you to start purchasing weed-related products?

How often do you seek out literature or videos that relate to weed consumption (this can be educational videos or cannabis-consuming influencers on social media platforms).

Do you have a particular source that you like?

Environment

What makes a good cannabis environment for you?

1. What are the elements that make it good?
2. What makes a bad environment for you?

Wrap Up

If we came back in five years to have this conversation again, what do you think would be different?

If you could build your ideal experience, what would that look like?

Did we miss anything? Is there anything else you want to tell us?

Is there anything you want to ask us?