

User Interview Plan

Client | **Organico**

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Introduction

Organico is an offline retail chain that sells organic vegetables across India. They obtain organic produce directly from farmers who follow organic farming practices. This helps to maintain industry-standard quality when procuring organic vegetables.

Organico online retail website aims at meeting the increasing demand for organic vegetables in tier-one cities. The main objective of the online website is to make all organic vegetables available to its users in one place and to deliver them fresh organic produce within a day's time.

Organico website helps you to easily find your desired organic vegetable without worrying about the authenticity of the produce as all vegetables are organic certified. Fast and speedy delivery ensures you receive the order while it is still fresh.

Goals

- To know what is the primary reason that drives people to buy organic vegetables which are much more expensive compared to conventional vegetables.
- To know from where do they prefer buying organic vegetables (Offline or Online).
- To identify the major challenges they face in locating, buying, and receiving (if bought online) organic vegetables.

Methodology

Semi-structured Remote Interview

The interview will be conducted with participants via telephone or skype. Questions will be asked in a logical order and efforts will be made to keep the flow of interview just like that of a conversation in order to get more realistic and candid answers. The entire session will be either audio or video recorded. Body language, verbal and nonverbal cues and responses (answers) given by the interviewees will be accessed to prepare a report (user interview findings).

Participants

Participants can be anyone from tier 1 cities. Minimum of five participants.

Script

Hello! My name is Romil. I hope you are having a wonderful day.

I am doing user research for an online organic vegetable shop. Would you mind if I ask you a few questions about how you purchase organic vegetables?

I really appreciate you taking out your time to help me with this research. Please feel free to talk openly about the problems you face when buying organic vegetables. I empathize with you and highly value your opinion. Please keep in mind that there are no right and wrong answers and nothing you can say is wrong. The purpose of this conversation is not to judge you but to understand the needs and pains of organic vegetable customers. You can rest assured that your inputs will not be shared with anyone.

Shall we start?

If you don't mind, I would like to record our conversation. It will be of great help if you allow me to video record our conversation. Again this will not be shared with anyone and it's just for my future reference.

First and foremost, I would like to know more about you.

| | | | |
|------------|--|----------------|--|
| Name | | Location | |
| Age | | Education | |
| Gender | | Marital Status | |
| Occupation | | Children | |

Introduction Questions

- What does your typical weekday look like?
- What are some of the apps and websites you normally use?
- What do you do to maintain a healthy lifestyle?
- What do you think about buying groceries online in general?

Product Specific Questions

- How did you get to know about organic vegetables?
- What is the primary reason for buying organic vegetables?
- What are your thoughts about high-cost organic vegetables compared to regular vegetables?
- Do you buy all vegetables organic or only specific organic vegetables? If specific which are they?
- Whom do you buy organic vegetables for?
- Have you advised anyone to buy organic vegetables?
 - How was your experience?
- From where do you prefer buying organic vegetables (online or offline)?
 - Why so?
 - Can you name a few places where you like to buy?
- How do you generally distinguish organic vegetables from non-organic ones?

- How much you trust retailers (online or offline) when they say a certain vegetable is organic?
 - What parameters do you look to check whether it's genuine or not?
- Can you recall a specific instance when you were not able to find a particular organic vegetable you were looking for?
 - What did you do next?
- When was the last time you bought organic vegetables from an offline retail store?
 - Which store did you visit?
 - Do you buy from there on a regular basis?
- How was the overall offline organic vegetable shopping experience? Can you give me a walk through your last offline purchase experience?
 - How was your search experience?
 - How did you distinguish organic vegetables from non-organic ones?
- When was the last time you bought organic vegetables online?
 - Which website or app did you use for the same?
- How was the overall online organic vegetable shopping experience? Can you walk me through your last online purchase experience?
 - How was your search experience?
 - Were you able to buy the exactly needed quantity?
 - Share your experience about the delivery?
 - Did you receive your order in a day's time?
 - Was the quality of vegetables as promised?
 - How was the packaging?
- What do you think is ideal packaging when ordering vegetables online?
- How do you normally pay for your online orders?

Share Your Thoughts

Is there anything you would like to add to your feedback? _____

Thank you for your time and valuable inputs.

It was a pleasure talking to you.