User Interview for Vestir

# Goal:

We want to understand User’s perspective for our website. What issues they face, what features they want to include, what is good and what can be done better. Learn about the needs, motivations, and current pain points that the users have when they shop online. We want to ensure that our user will be able to easily perform all the task in our website and have a good user experience.

# Introduction:

Hello, my name is “xyz”. I’ll be leading our interview today. I’d like to start by thanking for you making the time to speak with us. Your feedback is valuable and will be used to inform our future design decisions. Our duration will be approximately 30 mins.

If you need a break or to stop at any time, please let me know.

During this interview, I’ll ask you a few questions around Online shopping. Please be aware that there are no wrong answers — you’re the expert here! We’re doing interviews like these to hear things from your perspective. We would appreciate your hundred percent honest feedbacks and answers.

With your permission, I’d like to record this call. The recording will only be used to help us in our research, and it won’t be shared with anyone except those with a need-to-know. It would also help us to take less notes. Is that okay?

Great. Do you have any questions for me at this time? If not, then we can get started.

# About the user:

* What is your name?
* How old are you?
* What is your gender?
* Please specify your occupation.
* Which place are you located currently?

# General questions:

* Do you like buying new clothes?
* What do you feel about shopping in general?
* Do you shop online?
* For whom do you usually shop for?
* How frequently do you buy new clothes?

# Topic Specific questions:

* What do you prefer more: Market/store shopping or online shopping?
* Do you prefer to use App or Website for shopping?
* Which website or App do you use the most?
* How long does it take for you to purchase one item?
* How frequent do you shop online?
* Have you ever purchased something which did not intended to buy initially?
* Do you like the recommendations section? Does it help you?
* Are you satisfied with the size charts?
* Does the images given are enough for a product?
* Is there anything which you find annoying during the experience?
* Can you name one positive and one negative experience of your online shopping?

# Closing questions:

* Would you like to add any feature of your choice?
* One thing you wish websites would do differently.
* Anything else you would like to share which I may have missed?