Mirror clothing brand launching an online store
Interview script

Opening
Hi! How are you doing today? My name is Shivang and I am conducting a user research for a clothing company called Mirror who is planning to launch an online clothing store. Would you have time to answer a few questions regarding buying clothes online? It will not take more than 20-25 mins of your time. Please let me know if you are uncomfortable answering any of the questions.

Information
Name:
Age:
Profession:
Do you have kids:

Interview Questions
1. *What does your normal day consist of?*
   a. Do you drive to work or take public transport? (follow up questions, change according to user)
   b. Do you drop the kids off before you go to work? (follow up questions, change according to user)
   c. Do you browse online during breaks/lunch break?
   d. What do you do once you get back home from work? (follow up questions, change according to user)
2. *Where and how do you normally buy clothes?*
   a. Do you do it alone or with kids/family?
   b. Why would you buy clothes in the store vs online?
3. *What does buying clothes online usually look like?*
   a. Where do you start and where you end: the entire process including receiving the clothes at home?
   b. What websites do you normally use?
4. *Tell me about your last online clothes shopping experience?*
   a. When was it? Do you remember the day and time?
   b. Were you at home or outside?
   c. Were you browsing on the computer or on your phone?
   d. Did you buy the clothes or just added it to the cart for later?
   e. What makes you decide on buying a particular piece of clothing?
   f. Do you look for other pieces of clothing that would go along with the piece of clothing you have selected?
   g. Do you take/look for recommendations from your friends and family?
5. *What are the most frustrating parts of buying clothes online?*
   a. Can you find what you want easily on the website?
   b. Do you normally find the right size of clothing online?
   c. Have you ever had a particularly terrible experience? Can you tell us about it?
   d. What are the pain points of the websites that you use currently to buy clothes online?
   e. What are the pain points of shopping for clothes online?
6. *If you could alter the online buying process, what would you change?*

Closing:
Thank you for your time. We are all done. Your insights are really valuable to us. Please let us know if you would like to get more information about our research.

Contact Information
Email:
Phone:

Mirror clothing brand launching an online store
Interview Summary

Sylvia Capeluto | The Compulsive Shopper

Age: 30 | Profession: User support manager | Married: Yes | Do you have kids: No

Summary:
- Shops online at least twice a month if not twice a week.
- Does not have the patience to go to the store to buy clothes. Shopping online is convenient and if she does not like it, she can return it at the store.
- She normally uses the filters like color and price range to narrow down her search. But she specifically likes the way Nordstrom's filters: they will show the item if it is still available and not if it's unavailable. According to her, 'That's the option that I really like because if I like something and then if it's not there, then it's disappointing'.
- She normally looks for the design while finding the clothes, but it is on a model, it helps her get a better idea of how it may look on her. She finds that more convenient versus just showing the item.
- Before purchasing she will always search for coupons in google for that specific website. For instance, if there is free shipping and she does not have it, she will look online for a coupon. Once she finds the coupon, she applies it before making the purchase.
- She buys clothes online buy always returns what she des not want in the store, cause sometimes they charge for sending it back.
- She is very particular about returning stuff if she does not like it or does not want it. She has spent money on it which motivates her to return it. It something she considers cheap and it does not fit her, she will give it to somebody like her friend.
- She hates the 10-minute time limit on the cart and when things disappear after the time has lapsed. That's really frustrating for her because she would be shopping and if something happens in the house, when she comes back, her selected items are gone. Her intension is normally to come back and buy it later, but it gone and sometimes when she goes back, it might have been sold out.
- She does not look at what's trending, but she does follow a few bloggers and if there is something on there she likes, then she will look for it.
- 'I think what I really like but not all website have is that when items are out of stock, they have an option where they will send you an email if it's back in stock or tell you when it will be back in stock'. By doing that, I do not have to waste my time and keep looking for it.
- The filters that she like or would like to have are size, color, availability and pick up. Sometimes she wants something sooner so if there is an option to go pick it up in a store. Not all stores or brands have that.
- In terms of navigation, she would prefer to keep moving forward and not have to click on the back button.
- She normally shops online on the phone. She does everything on the phone.

- Psychology of buying: she justifies everything by how often she is going to use it? She also thinks about the event she has to go to. For instance, if she recently has been going to a lot of engagements of friends so has been looking at a lot of dresses.
- She normally does not spend more that $100, at the most $150 if she is buying for a specific occasion. If she is buying for everyday stuff, she will look at it and make a judgement call whether something is good enough for $20 since she does not have to dress up for work.
- She prefers to go to the store to return stuff because she normally throws away the boxes. She would think about returning it if the store provided return bags with return labels otherwise returning it in the store is a better option.
- Sizing is not a problem since she knows what size she is at a particular store. For instance, at H&M they seem to run smaller sizes, so I have to always buy tow sizes bigger than what I am. At Zara she can go either way depending on what the item is. Shirts seem to fit her fine in medium, but if it is a dress from Zara, she needs to order a large. Nordstrom is pretty good with her size. It fits her fine. Macy's it's the same, she can go either way.
- She orders different pieces of clothing rather than ordering the same piece of clothing in multiple sizes. She likes to wear it and see which one looks better on her and the return the other ones. Because of her body type, she needs to wear it and see which one looks better.
- She never orders multiple sizes. According to her, 'I'll pick one item and I'll pick another item and try those on, but I won't bother ordering two of the same.'

Sangeeta Marwah | The Bargain Hunter

Age: 38 | Profession: Transitioning out of Academia | Married: Yes | Do you have kids: Yes, a daughter

Summary:
- 95% of the time buys online since it is so convenient, and she is extremely lazy individual
- Precise shopper knows what she wants and almost never has to return things since she has figured out her size in each of the brand she shops.
- Always looks for deals, sales, offers, discounts, etc. She is subscribed to the email and newsletters for all the brands/website she buys from.
- Saving money by finding the best deal and the most discount is her thing. According to her, 'I often feel very happy getting deals on stuff just because it was a piece of clothing from last season and it's selling discounted'.
- Uses the 'Honey' chrome extension to automatically apply coupon codes.
- She only buys at 4 or 5 locations online and has developed a system to get the best deal for each website. For instance, Xpress sends her physical coupons, Old Navy has super cash ($10 off every $25), Nordstrom only has anniversary sale, etc.
- Impulsive buyer for herself, need based shopper for her daughter.

- Being petite, size is an issue but has figured a work around by knowing the sizes that fit her for each brand she buys, looking at user reviews/true size and follows fashion bloggers who have her body type.
- It there was an option where she could input her height and your waist size and get recommendations based on the brand.
- She would like to get substantive recommendation based on her previous shopping activity, her size selection for specific brands and her budget, since she tends to shop for certain styles more often that not. According to her, 'Old Navy should know that by now'.
- She thinks it would be helpful if she also got recommendations for a set of clothing. For instance, if she is buying a skirt, she would appreciate if there was a row of tops that would go along with it that the website sells.
- She sometimes buys three colors of the same dress to wear and see which one looks good on her and send the other two back.
- A reliable online 24/7 chat service on the website that works would be helpful when she is buying in the middle of the night and wants a pressing question to be answered before she made the purchase.
- She liked it when Xpress gave her the one time offer of refunding the money when her shipment went to the wrong address.
- Buys clothes online but always returns what she does not want in the store.

Dipali Patwa | The Fashion Ethics Shopper

Age: 40 | Profession: Fashion Designer | Married: Yes | Do you have kids: Yes, a son

Summary:
- She is an entrepreneur and own a children's clothing online store herself 'Masala Baby' which is a kid's lifestyle brand (www.masalababy.com). They have styles that are inspirational yet practical.
- Being a fashion designer herself, she has extremely strong views about what she likes and what she dislikes, what she wants and what she does not want.
- She is into the latest market trends, what is in and what is out. She is into trend forecasting herself.
- She believes in fair trade practices and organic clothing.
- She run a socially conscious company that works with committed artisan groups all across India. Hand-crafted, women-crafted, artisanal and ethical is what matters to her.
- She shops from specific brands and designers that she admires.
- She is extremely specific about what she is looking for. Based in Newyork, she prefers to just walk into the store and look for things that she likes, try them on and buy them if they either her emotional need or budgetary constraints.
- She does not shop online for clothing that often.
- She does not seem to be the ideal user for Mirror.

Nirja Shah | The Bare Necessity Shopper

Age: 36 | Profession: Anesthesiologist | Married: Yes | Do you have kids: no

Summary:
- She is extremely busy and sometimes works in 24-hour shifts as an Anesthesiologist.
- She normally does not have time to shop for clothes.
- She buys clothes as a necessity when she runs out of things to wear. She normally does that by going to Target, Old Navy, H&M stores rather than go online.
- Online shopping is normally for personal items like undergarment where she knows what works for her.
- Sizing for clothes is a problem so she prefers to go to the store and try things on before buying them.
- Price is always a focus. She will not buy something just because she likes it, if in her mind she does not get value for the money she is spending.
- She likes to buy more shoes more than clothes.
- She does not seem to be the ideal user for Mirror.