

Mirror clothing brand launching an online store

Participant 1 | Interview transcript

Sylvia Capeluto

- Shivang: [00:00](#) Why don't you begin by telling me your name, what do you do and where you are from?
- Sylvia: [00:06](#) My name is Sylvia. I am a user support manager and I live in Hercules off Griffin.
- Shivang: [00:15](#) Do you have kids? No. Okay. How often do you shop for clothes? And where do you normally shop?
- Sylvia: [00:22](#) About? Maybe twice a week.
- Shivang: [00:28](#) At least twice a month, that's for sure.
- Sylvia: [00:30](#) The websites I use the most is Nordstrom, Macy's, Zara, H&M and Express.
- Shivang: [00:42](#) So any particular reason why you shop online or do you also go to the store?
- Sylvia: [00:46](#) I don't have the patience to go to the store and I find it more convenient to just do it online and if I don't like it I can just return it at a store.
- Shivang: [00:54](#) Oh, okay. So you buy online and go an return it at the store if you do not want it? What would your normal process be of shopping online? How would you go about doing that?
- Sylvia: [01:07](#) When I shop on line, if I have a particular item in mind, I'll look for the item, but then I filter it depending on what color and price range I want to spend and then I just go from there, see what items they have available.
- Shivang: [01:21](#) Are the filters adequate or would you like to change them? Are they good enough to find what you're looking for?
- Sylvia: [01:30](#) **Most of the time the filters are fine. Yeah. I think Nordstrom's, I believe it's Nordstrom's, has an option of the item still available then only it will show and if it's not it doesn't. That's the option that I really like because if I like something then if it's not there then it's disappointing.**

- Shivang: [01:51](#) So once you go to the filter and then you have multiple pieces of clothing that show up, how do you, what do you do from there?
- Sylvia: [02:01](#) I just look at it and then if I, if it catches my eye then I'll put it in my card. If it doesn't.
- Shivang: [02:06](#) But how do you figure out that's what you want? Is that the right thing for you, whether it would look good on you and fit right?
- Sylvia: [02:13](#) **I mostly look at the design but if they are on a model, it helps a lot because it gives me a better idea of how it may look. Um, so having a model wear the clothes, I find it more convenient versus just showing the item.**
- Shivang: [02:27](#) Okay. And then and then the whole process of like once you get to the shopping cart and like what do you do from there? When you get it home, how long do you take to like try it on figure out whether you want it or not what do you do beyond getting it on time at home?
- Sylvia: [02:43](#) **Okay. Get into the cart. I'll put it. Another thing I do do is before I purchase it, I googled coupons and top websites had field and then like if they have free shipping and I don't have it then I'll try and look for it. If have coupons, they made money. I'll do that before I complete my cart and then I'll put a code or whatever. I then sent to the information and normally takes about a week to get the item. And then once I get it honestly probably takes one to three days to like to try it on and then if it doesn't fit me I'll figure out within that week when I'm going to go and return it to the store.**
- Shivang: [03:24](#) So you're more often like you get it online and then you return it to the store but do not send it back?
- Sylvia: [03:29](#) No, I do not send it back because some of them charge you for sending it back so that they're free to send it back then I will. But um, most of the time they just used up. Okay.
- Shivang: [03:40](#) So you diligent in terms of returning your clothes?
- Sylvia: [03:50](#) **I'm pretty good about it because I don't want to spend the money. And then depending on how I have spent and I didn't like it, then I'll be more. I think that motivates me more to go return it. If it's something that I considered cheap and just**

didn't fit me, I'll give it to somebody. I know that like a friend, one of my friends.

Shivang: [04:09](#) So what is the most frustrating part about like buying online?

Sylvia: [04:13](#) **When you have something in your cart and they give you time that you have to check out in 10 minutes or the items on your cart are going to disappear. That's really frustrating because I'll be shopping or something will happen in the house. Then I'll have to go address it and then to take more than 10 minutes or you know, I've probably come, I'll go to dinner and then I, my intention is to come back and buy it later. But it's gone and then by the time I go back it might've been sold out.**

Shivang: [04:41](#) And then you look for latest trends? How do you figure out what do you want to buy? What's in or not? Do you have a social network of friends who suggest something or do you look at other avenues to pick something out?

Sylvia: [04:56](#) **as far as style? I can go either way. I don't really look at what's trending to be honest. Um, but I do have Instagram and if there I follow a few bloggers and if there's something on there I like, then I will look for it and see the price again, if you know, some of these girls look at very expensive things, I'm not buying that and they have something affordable and I like it and at the available then I'll get.**

Shivang: [05:22](#) If you wanted to change something or add something that would really help you make that experience better. Do you know what, what that would be?

Sylvia: [05:39](#) **I think what I really like but not all websites have is that when items are out of stock than they have an option where they will send you an email if it's back in stock or when it's back in stock and some others don't. And it's something I really, really like and I don't get that option because then I have to keep looking for them. Or even if they are not going to put it back than let me know so I do not keep looking. Yeah, that would be, that would make it so much better because then I'm not keeping an eye on.**

Shivang: [06:09](#) And then when you buy online you just buy one piece or do you look for the accessories or things to go along with it? How do you mix and match? Do you do it yourself or would it help if the website gave you suggestions?

- Sylvia: [06:28](#) I do like the suggestions when they're offered, I don't mind them but normally I just go on my own and see like you know what type of style it is. If I want like a not a long necklace or short necklace. I don't really work hearing myself though. I don't know but I do look for necklaces all the time and just depending on the cut of the dress or that shirt, that's what I paid.
- Shivang: [06:50](#) And then in terms of the filters which are the ones that you like the most?
- Sylvia: [06:54](#) **size, color, availability, if that's an option and pick up. Like sometimes I want it sooner so if I can go pick it up in a store, then I prefer that sometimes time because not all the stores have that. Um, so,**
- Shivang: [07:12](#) Do you normally know the type of clothing that you are looking for or want to buy or do you also look at other filters like type of occasion or something like that? What would those other things be?
- Sylvia: [07:26](#) Uh, I look at wedding guests. I look at formal, just like for dinners, if I had to go to a nice dinner or something and I looked at casuals, those are probably the ones that I look at.
- Shivang: [07:42](#) If you could alter something on the website or change something on the website, what would it be?
- Sylvia: [07:59](#) **I would like it if I didn't have to click the back button to look at an item, if I could just keep it moving forward to the next item. That's something I would prefer. I am ok with the filters. And then the timing on the cart when you put an item on the cart, I don't like the time they give you.**
- Shivang: [08:23](#) And then do you normally browse on your phone or your desktop?
- Sylvia: [08:29](#) **Mostly my phone. Yeah, mostly my phone if I'm home, yeah my laptop but mostly my phone. Everything is on my phone and so that's easier for me. I do use my laptop but I don't tend to use my laptop that much. If I had to do something for work and then like after I'm done then I start navigating like then I started shopping but I check everything on my phone.**
- Shivang: [09:03](#) What is your psychology of how you decide to buy. What goes on in terms of the decision making if something was beyond the range that you had in mind?

- Sylvia: [09:30](#) **For me, I justify it as how often am I going to use this? Am I going to use this, and I think about events I may be going to. I have a lot of friends that have been getting engaged recently though, I've been looking more dresses where I'll spend. Maybe I don't like to spend more than a \$100 on, but I'll spend up to a \$150 max because of the occasion and if they're just going to do an engagement party depending on where they're going to have it or if I'm looking for everyday stuff, then I'm not going to spend that much money and I'm just going to make about that. Like, oh, okay, that's good for 20 bucks I can use that because at work I have to pick up boxes and stuff, so I do not try to dress up.**
- Shivang: [10:15](#) **In terms of the return policies, are you happy with them?**
- Sylvia: [10:25](#) **I find it for me personally, I find it easier just go to the store and my packages and then they return it and call it a day. If they were to provide me with like our return bag maybe yeah, I would be more inclined to just return it by mail but having sometimes if I pull something out I throw the box somewhere and then have to go find a box. So yeah, they gave me like a bag or then I'd probably be more inclined to return but I find it easier to go to the store cause half the time I'm throwing the box away.**
- Shivang: [10:58](#) **How do you find the right size? How do you manage you do that because different stores would have different sizes?**
- Sylvia: [11:09](#) **I look at the measurements and see those will fit me. But again, I find that that you don't know how it's really until you have it and wear it. So that's why I order it. I order maybe something so if I see something I'll buy, like I'll buy it and see which one I liked more because it just for me, my body shape, I find that I have to wear it and see. I can't base it off. I get different pieces and see which one looks better on me.**
- Shivang: [11:40](#) **Different stores have different sizes that would fit you correctly so how do you pick which size to order or would you order multiple sizes?**
- Sylvia: [11:54](#) **I know what size I am at that particular store. At H&M they seem to run smaller sizes so I am always had to buy two sizes bigger than what I am. At H&M I am always bigger. At Zara it can go either way depending on what item it is. Shirt seemed to fit me, find a medium, but then if I want like a dress from Zara most of the time I had to order a large and then Nordstrom is always is pretty good. Like my size, height, they have it and it fits me fine. Macy's, same. It can go either way.**

But I do not order multiple sizes. I'll pick one item I and another item I like and then once I get that, but I won't bother ordering two of the same.

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Participant 2 | Interview transcript

Sangeeta Marwah

1. Why don't you begin by giving me some background about yourself?

Yeah sure. So yeah currently I am doing X Academy Part time and that is pretty much the only thing I'm doing. I am transitioning out of academia into hopefully design. My eventual goal is actually to be a freelance designer and writers. So yeah my background is a bit mix. I started with economics did an MBA worked in advertising for five years moved to Boston studied film worked for a children's show in Boston then worked on my Ph.D. for the next eight years. And now I'm trying to do this.

2. Can you describe what your normal day looks like?

My normal day starts with me getting my daughter ready for preschool. Getting her to leave the house is a bit of a challenge always so I do that. Then literally the second I get home I start working because I know I have only a few hours before she gets back home.

So I work from about 9 to 3 which is till when she's at school and then I pick her up and then depending on her mood sometimes I try sneaking in a little bit more work while she either watches TV or plays by herself. But otherwise it's a mix of you know taking her to the park. I try and take her out every other day thought every day and evening is again kind of making sure you know she's got up on dinners and bedtime. It's like a production story storybook song shower. When she's asleep, then I get in another hour or two hours of work. Make sure husband is fed. He's always buried in his laptop so it's literally like me putting plates of food in front of him. Yes. Then I'm really making it a point to try and sleep early, I normally sleep really late. I would have seen before one or two or tried to just work with them but it was really working on my health. Now I try to sleep by 10:30-11 pm and then just the next day is similar.

3. So, where and how do you normally buy clothes?

95 percent online. I am an extremely lazy individual and I also just find online shopping so convenient.

I have to actually start doing that for groceries. But initially I did miss the touch and feel part of it. But I've got a really good sense of you know sizing and fit and the brands which I like. So yeah I'm very comfortable shopping online. The only time I will go to a real store is if I go to the outlet mall (Stoneridge mall in Dublin, CA).

4. What websites do you normally go to for buying your clothes online?

Nordstrom, J.Crew Factory, a lot of Old Navy because I get most of my daughter's stuff from there, N Taylor and sometimes Zara.

5. It is interesting that you mention your daughter because my next question was going to be whether you shop for yourself or do you shop for your daughter and family too?

For her because like very three four months I get her a new batch of clothes. So I have two options either to go buy myself taking her is like you know you're You are like signing up for trouble. So I prefer to either shop online or you know just go by myself which does not happen because I like to use that time to work. So I'm mostly end up shopping online for her.

6. What does buying clothes online usually look like? Can you briefly describe the entire process?

So, by now I'm a scarily precise shopper. I know what I want. I almost never have to return things because like I know I've almost never had sizing issues because like I said I've kind of figured out

which brands what size and which brands fit me. And with my kid I usually order a one size UP so that it lasts longer. So the process I would say is you know for me. It's almost always you know either impulse shopping or you know just an unnecessary luxury I decide to give myself I don't really need it. It happened in one of two ways one that I will get an email **I'm subscribed to almost all the sites I mentioned. So if there is like an offer or like a Crazy sale or something then I look it up. Otherwise there is some fashion authors I frequent.** So if I see something I like from there then I hit on the link. And that I would have that way. And then let's say it's you know it's the first scenario that it's a sale. So let's say there's a sale that I don't know Old Navy so I'll go to the Old Navy Site I'll see what the sales but the deals are like and what kind of stuff they have. You know is a fairly interesting was a just a crappy stuff which is from the last season that kind of thing.

And then I'll decide on you know with my daughter. It's really need based. So she she needs. So it depends on the season. Like for now I need to get her a bunch of shorts and t shirts and stuff like that

With me. There's always a cost benefit analysis. You know do I really need them. Is it better for me to get it right now that it's on sale or maybe just wait and you know save up some money and get something from a better store. So I mean those are the kind of things going on in my mind. Then let's say I've decided to buy a particular dress for me and three or four things for my daughter then. **I have store cards for Nordstrom and Old Navy. So what I try and do is especially for Old Navy because they have a lot of like these rewards and stuff. So I figured out what the best deal is you know how much discount I can really get. And that's that's like my thing. Right. Especially if I can bulk buy my daughters clothes and get like a really good discount. I will immediately go and tell my husband and he look as me as if.**

So yeah **saving money to deal with something very dear to me especially when it comes to bulk buying which is what I do for my kid.** So I'll do that. And. The clothes will arrive. I usually feel like because I'm signed into UPS. I'll get like notifications. **I've had some packages being stolen in the past. I'm a little more wary of that now.** As sometimes track shipments if I have the time and energy to go once I get the package I'll open it off for her. I have almost never have to return clothes, although increasingly that's changing because she's 3 years old and she's very fussy you know. You know I don't want to wear this and this is not nice. **So if I have to change something I will always go to a store. I'm just a process of wrapping it and taking it back to UPS is way beyond me.**

Most stores are here close by and I do that with Nordstrom a lot because it has free shipping and I'll order stuff. Let's say I like a particular dress but I can make up my mind which colors. If it has multiple colors order like 3 but then I'll keep one and I go into the other two at Stoneridge Mall.

I buy online and return at the store mostly with Nordstrom, because it is more expensive than other stores so I don't shop there that often. I usually actually shop mostly during the anniversary sale which is when they put like next season stuff on discount. So I do sometimes do this like last year. **I knew that I wanted a particular kind of shoe when they had like three or four brands the exact same style and I didn't know which one would look best on me.** So I ordered all four just tried them on and then returned the other three. It's not a hugely frequent pain that I do but I find myself doing that a lot but **Nordstrom because they don't really ask many questions. Like some stores like even Old Navy sometimes are pretty fussed up about why you're doing this and stuff but Nordstrom is super chill about that.**

7. You mentioned by now you know your sizes for the various stores. How did you figure that out?

So like with or maybe I knew because I would before I started on that I would go to the store so I knew OK this is what fits me with the other stores. So it's a bit tricky with Nordstrom because they sell multiple brands they don't really have their own brand which is why I would with Nordstrom **I do end up sometimes getting like two sizes** or so but I go back to. I look at you know what people are saying and in a lot of a lot of websites including like JCrew Factory especially *people are really good about leaving their own stats and saying that you know this state is for me*. You want to go up when to go down this go up a size or something like that. So I look out for that. I'm on the shorter side so it's really helpful for me to shop at like you know a lot tougher. I also shop a lot of excrescence like I shop at the petite section of a lot of these websites. Or navy also does have I think a beach section. So so yeah I use those kind of markers. **I mean either that you know previously have tried stuff on at the stores which I did with Jacob factorials so you know I've been at the outlet and I know that they are that this is a gigantic like even the X X X S size sometimes is big for me. So. I go buy reviews which most sites seem to have put off now because I think they get them to participate in some sweepstakes and incentivize people to write views.** So yeah I guess that's how I figured it out. And of course like sometimes it's just frequency I've ordered enough you know that OK this is what my site and this friend is like

8. A couple of things that you mentioned that you really like to get a good deal. Do you also look for coupons online, or your membership cards or the newsletters, what are the other avenues that you look at?

So I feel like a **brand and I shop frequently from there I'll always subscribe to the newsletter or the e-mail subscription list because they send you advance notice on sales and stuff**. So why is that the other is I've got this little **gem of a button called honey**. Now it is I use that too. Yeah I love honey. **So even if it doesn't auto activate I'm going click on it and find out**. And then sometimes if I don't see anything then I'll just randomly. So we did this.

So I don't typically go around searching for coupons because I know how like I said I only shop at four or five online locations so I know how they work like Xpress sends me physical coupons. Nordstrom will only do this if they don't have any coupons at all. Only he sends me coupons like super cash and stuff. So I've got a system with each website and I kind of tap into that I almost never go searching for coupons beyond that.

9. Can you tell me about your last online clothing experience? Where did you do it? When was it, do you remember it? Can you describe it to me?

I did shop for my daughter recently. Should I tell you about that or about myself? First about my daughter. Ok so my daughter's first that was last week actually. So she's big in her dresses and we are really trying to convince her to wear shorts and pants. So I bought a bunch of shorts for her from Old Navy and I actually had a sit down with me to get her interested and you know showed her and you know should I go out on this purple on so. So I was able to convince her that way. **And then of course I looked for deals. I knew that Old Navy so I had racked up a bunch of what they call Super cash which is like 10 dollars off every 25. But there are new to remember during a certain time period.**

So I actually did like a quick calculation to see what the super cash should be better or just they had a 30 percent sale on at that time. And I figured that 30 percent was good enough so. So yeah I ordered that and a pair of shoes for her and it just arrived today actually in the morning and yeah I still haven't shown it to her. **But yeah I mean it's it's very intuitive Old Navy because I'm a card member they give me like. I think it's three days to do a five day shipping at no cost.** So it just usually comes on its own anyway. It really had any problems that you know stuff being lost or delayed.

10. What is it that you really like about the Old Navy website?

I hate their website.

11. Ok so what do you hate about their website?

I like Old Navy as a brand and I do like the fact that they sell relatively cheap clothing but their website kind of drills that it and so its not a very pleasurable shopping experience. And either they have way too many visitors or they are unable to handle their site traffic because it just stalls. It doesn't really crash. But you know like that of a dead wheel on the Mac keeps something like it just keeps spinning on that website. So yeah I actually. Dread it when I have to buy like a lot of things for my daughter because you know I'm. And also they don't have a very intuitive back button.

12. Do their filters work well when you want to find something, and can you go back and add something easily once you have selected a few things?

Well yeah. Mostly I just think they have a crap load of stuff on there so it takes forever to scroll down. So I would actually appreciate more if it was organized as pages almost like so for example dresses. Right. If I'm going to see what dresses they have. So they have dresses by fit and dresses by occasion so dresses by fit. You just keep going down and you know it keeps on and on like this fit that fit rest for me. I like to be able to feel that OK I'm done with this page and let's move on. Like I would appreciate like you know if the clothes are organized like page wise like Nordstrom does it. Old Navy is indefinite scrolling. That sometimes makes the site more clunky.

13. If you would like to be more efficient, what other filters you would want? For instance there are 10 pages and you would want to filter it down to 1 page which shows exactly what you want, how would you do that? Which filters would help you narrow down your choices?

So what I would love which obviously no website offers me is something that you said about music I would love recommendations based on my previous shopping activity know because I tend to shop for certain styles more often than not. Like when it comes to dresses every episode and silhouette. And. You only Old Navy should know that by now. So it's something like that would be just amazing. Because so let's say you know I prefer a and shift dress or if I could first and foremost be able to click on a button that says you know new arrivals in shift dresses. So that will be great.

Apart from that other filtering. Nordstrom has started doing this where they have collections based on Fashion Bloggers references. I'm not really big into that because it's not really for fashion bloggers but I find that interesting I find that more personalized in a way. I would say that filtering isn't bad at all. It's like you know they got the categorizations down fairly deeply.

14. Digging a little deeper in the fashion blogger aspect of it, how would you like the website to personalize the experience for you? Would you like the website to suggest things to you basically like a virtual stylist or based on the current and future trends? Would you be interested in that?

Yes and no and I will explain why. So the only reason I started seeing you are fashion bloggers is because I used to have a really tough time finding clothing that I liked and that fit me well because you know I am petite and I find often that clothes tend to swallow me whole. So I actually sought out fashion bloggers who have the same kind of body type. And then I started getting really excited oh you know because it's so for example it's impossible for me to find jeans that hit at the ankle. Even if they say ankle jeans petite, they are is still too long for me. So I always have to get them altered. Right. So. So in terms of recommendations. I think I'm looking for more like substantive recommendations like that not necessarily fashion trends. I would say that.

I guess subconsciously I do follow some trends for sure because you know I mean even though I follow these bloggers more because of the sizing issue but of course I mean they're very on trend. So you know if I see a recommendation which I like I mean inevitably I find that it is something that's very in right now but with that when you buy something that's in no not at all. **I often feel very happy getting deals on stuff just because it was last season and it's selling discounted.** I like to think that I have like my own style thing going on and I'm a bit vain. So I will never like to ape someone style from top to toe. door. **But the recommendations that you ask that you know this go with this. I think I would appreciate that that is helpful. So for example I pick our skirt that I like and if they have like a row of tops at the bottom suggested that they are selling, that I would like.**

15. You have pretty much figured out a work around regarding finding the right size for you buy buying often from a particular brand or by following a specific fashion blogger who has a similar body type as you. Would you like to add anything that would help you find the right size or you are fine with the way it is right now?

No actually I would. So if there was a lot of websites now do something called true sizing where they ask you to tell you that or in this area this size dress in this brand and therefore your true sizes this kind of a lot. Most times it is on point. But I feel especially for something like jeans for instance you know that's that that is almost never offered for jeans or at least I haven't come across it being offered for jeans. **But so if there was if there was an option where you know you could input your height and your waist size and get a you know a size recommendation or a brand recommendation** or so like at a store like Nordstrom you know which has multiple brands that all these Jeans are best suited for your body type. If this is the kind of fit you're looking for so and so because for us it felt like for us and some people don't mind if the ankle jeans don't hit at the ankle they just get like you know oh it's just a snug fitting pair of jeans and that's what I care about. **So that level of customization especially in something as generic as jeans will be very appreciated. Yeah.**

16. I would like to talk a little bit about alteration that you mentioned. Would it help if the website offered that service to get your clothing altered before sending it to you?

So Nordstrom does something like that. I mean they don't they don't order it and send it. But like they if you're a card member they give you a certain dollar amount in free alterations and you can get it done there. They have an in-house tailor. I am not here to use that service. I only became a card member last year. But in terms of frequency of alterations not a whole lot because they're so crazy expensive here. So I buy like a 50 dollar pair of jeans and I have to spend 20 dollars on getting it ordered. That's insane. But also at the same time if I'm not going to wear that 50 dollar pair of jeans at all without getting it altered then I would have to look into that or not buy it at all. So the way I work around it is that you know either I find know some sort of walk around like a of course now be happy with that. And you know that's that are you know if I'm going to India I'll get it done. There are sometimes I last year actually managed to find somebody through next door who did alteration for me for seven dollars. She was vastly cheaper. So if I find a around then yes. And if alteration was cheaper I would be at least getting my jeans ordered a heck lot more. OK.

17. Have you had any frustrating experience buying online or any terrible experience that you vividly remember?

It started being really frustrating but ended up being really delightful and I'll tell you why. **Like last year I bought three dresses from Express. Same reason I wear the same dress in three colors. I wanted to figure out which one I liked and I would return the other two.** I made the mistake off. No actually I didn't make that mistake so I paid via paypal and for some reason even though I inputted my correct shipping address they pulled up an order address because that was associated with the paypal account.

So it was my apartment in foster city where obviously I don't live anymore. So I are you just like spend almost half a day trying to contact Xpress and then subsequently USPS and it was just a no go. And I called up my apartment community and requested them or requested the neighbor who currently lives there. So aim is to cut a long story short. It was very frustrating. Nobody was seeming to be helpful and I thought OK this has gone so Xpress offers and I thought this is really cool. I don't know if they realized it was their mistake or the whether they offered it to everybody so they say that as a **onetime service what they offer is that if your shipment goes to a wrong address they'll just refund your money. So then he funded the money.** And I was like OK if I haven't lost any money and then you know by some miracle the community manager also managed to find the parcel. So I got those three dresses for free essentially. So I managed to keep all three. That was a frustrating experience that got sorted out.

18. If you had to alter something about the online buying process, what would that be?

That's a big one. It. I would. **I would appreciate a more reliable chat service like sometimes when I'm in the middle of buying something and have you know a pressing question.** Almost all websites offer chat but you know one it's between certain hours and like I often end up you know shopping sometimes in the middle of the night. So it's an also like a lot of times you'll just be waiting endlessly because you'll be cued and many people will waiting before you. That would be one.

Secondly like I mentioned before this will be a big one for me. **Based on my buying patterns I would get certain recommendations that are not just within the style aesthetic that I prefer but also within the budget which I kind of shop with. And of course that's not always easy. That's a lot of data to track but I feel like for people who have relatively homogenous shopping patterns perhaps it might not be so difficult.** But regardless whether or not it's possible yeah that will be amazing to have.