

# INTERVIEW SCRIPT

## Beautiful Day Co.

Hello, thank you for agreeing to meet with me today and share your experiences! My goal is to have a candid conversation with you about your habits and preferences around shopping for toiletries. If anything feels uncomfortable you are free to pass, but please know that any personal identifiers are kept confidential and will only be used for this project. What questions do you have for me before we begin?

### Products you use

1. What products would you label under self-care toiletries?
- 2a. What brands do you think of? 2b. What brings them to mind?
3. Tell me about some self-care routines that you have involving your toiletries

### How you purchase those products

4. Thinking about a time in the recent past when you purchased one or more of those, what were some reasons you chose to buy those products?

5. Can you tell me about your preferred method of purchasing \_\_\_\_\_?

	Brand	Store	Quantity	Price range	How essential in your life?
Candles	Y	N			
Bath salts/soaks/bubble bath	Y	N			
Bar soap	Y	N			
Body scrub	Y	N			
Face wash	Y	N			
Serums	Y	N			
Lotions	Y	N			
Lip balms	Y	N			
Toilet sprays	Y	N			
Room sprays	Y	N			
Perfume	Y	N			
Deodorant	Y	N			
Diffuser oils	Y	N			

6. What are some reasons you might choose either in-store or online purchasing over the other?

7. \*If purchased online\* Thinking step by step, how did you choose your products and purchase them?

8. \*If purchased in store\* Thinking step by step, how did you choose your products?

9. How important are personal recommendations to you when it comes to buying toiletries?

10. How important are online reviews to you when it comes to buying toiletries? What kinds of things are important for you to see in a review?

11. Have you ever signed up for a toiletries subscription? why/why not?

12. Tell me about a time when you had to make a return from an online purchase

### Your personal shopping values

13. When it comes to toiletries, how important to you is:  
not at all      somewhat      very

Buying local  
Buying small business  
Buying natural/organic

If there's anything I didn't hear about your experiences that I missed or you would like me to know, go ahead!

Age  
Spouse/Partner  
Children  
Occupation  
Annual or household income under 40k, 40-70k, 70-100k, 100k-130k, above 130k  
Living arrangements (own, rent, roommates)

Thank you so much for taking the time to share your experience with me today; this was very helpful.

### Interview schedule

3/2 JD  
3/3 AF, AM, MC  
3/4 JM