

SWEETPEA RESPONSIVE E-COMMERCE SITE : INTERVIEW SCRIPT

Author: Hanna Soloman - UX Designer

INTRODUCTION (2 minutes)

Once the participant is on call.

Hi, **Thank you so much** for agreeing to take part in this interview, we're so glad to have you here. My name is Hanna and I've been **hired to conduct research** for Sweetpea Company.

How are you **doing / feeling**?

This session will last approximately **30 minutes**.

During this interview we'll be trying to gain a better understanding of the process you go through to order bouquets for delivery online. **There are no right or wrong answers, and we are not judging you.** Our client is in the process of creating an e-commerce store that makes the task of ordering flowers a seamless and enjoyable experience - your opinion is hugely helpful in making this e-commerce store the best it can be.

Do you have any questions? Great, **let's get started**.

INITIAL INTERVIEW (5 minutes)

Briefly build rapport with the participants, getting them in the right mindset and gaining information to use later on in the interview.

- What do you think makes sending flowers so special?
- Tell me a bit about your experience using online florists?
- What do you feel draws you to your florist of choice?
- How do you decide what to send your recipient?
- If you could make just one change to their site or service what would it be?

INTERVIEW (15 minutes)

1. Who is your current florist of choice?
2. How and where did you first come to hear about them?
3. When choosing your florist what was the deciding factor in your decision? why?
4. What's your favourite part of ordering flowers online? Why?
5. Is there any part which might make you feel frustrated / hesitate to place an order? Why?
6. What's the first detail you look for on the product page? Why?
7. What would you consider to be the essential top three features on a product page? Why?
8. Is there anything that could be added to the product page which would further help and guide you in choosing a bouquet?
9. If you were short on time and looking to quickly find a bouquet what type of product categorisation would be the most helpful? why?
10. What overall improvements do you think your florist of choice could make?

Do you have any questions about what we went over?

Thank you very much for your participation. You've done a great job and the information you've given us has been a great help. Take care and enjoy the rest of your day.

End of interview.