

Participant 1

Male - 33

Married

No children

Urban

Speech Pathologist

Questions

▼ What motivates you to shop online for clothing?

Local places don't have things he likes

If they do he can find used online cheaper

- poshmark
- depop
- grailed

▼ What de-motivates you to shop online for clothing?

Not being able to try on for fit.

Especially for used, you won't likely be able to return and have to sell

Good solution:

Amazon Wardrobe

- can order without paying for it
- A few sizes given but only pay for what you want

Is there a general lack of trust for fit across all online experiences?

Affordable big brands are mass produced and the *same pair* don't always match

May as well go to a store and try it on

Certain brands can be trusted

Can you name some brands?

Engineered Garments (bought used)

- Waist is sized just right and adjustable
-

▼ What encourages or discourages you to shop in-store?

Encourages:

- Can try on the clothing
- No shipping and returns

Discourages:

- Covid now, otherwise nothing
-

▼ How often do you shop for apparel online?

On Instagram a lot and it drives his shopping

Doesn't do a whole lot of apparel sites

- usually sparked by seeing something on Instagram
-

▼ What are your top priorities when shopping online? And in-store?

Online:

Making sure site is not a scam

- Will research on Google to get a sense

Pay lowest shipping price between options

Is shipping top consideration or do you cross-reference returns policy?

- If not sure about fit, will check returns policy
- Usually buys things he is certain about

In-store:

Tries to support small businesses where possible

Ethics as much as realistically possible

▼ **What is your normal online shopping process?**

Usually on phone

Depending on what it is:

Expensive outdoor gear style

- Buy used for price savings
- Likes this style, not using it as intended

If buying new items

- go to company site or small store sites

How do you find what you are looking for?

Search the site's brand name

Use categories:

e.g. Men's > Footwear > Sub-categories

"See All" if:

- no specific purpose
- unsure how they would categorize

Sorting low-price to high price

Filter results on size

▼ **Do you read or watch product reviews, and where?**

Not much for apparel

Has a short list of brands he trusts on quality

If getting music gear - definitely

▼ **What are e-comm trends that are pleasing to experience? What about those that do not? What may change your feelings about it?**

(He needed examples of what I was talking about)

Dislikes:

Pop-ups for discount on first purchase

- Annoying, but will do it just for the savings
- Will enter in different email addresses for the discount
- Feel like an unnecessary game
- Tons of emails from then on with a long unsubscribe waiting period

Broad categories vs Featured single items

Ex: Asics website

- advertising new shoes
- would prefer home page with categories
- user decides what they want to see
 - good for someone like him who knows what they are looking for, at least at category level

▼ Tell me about your *best* online shopping experience, or a brand that has a consistently good experience, and why.

Sweetwater - musical instrument

- Used to have no taxes
- gets tech support and warranty included
 - as opposed from Guitar Center which is added cost

Depop, Grailed

- can message seller directly *any question*

▼ Now tell me about your *worst* online shopping experience, or a brand that has a consistently *bad* experience, and why.

Levi's

- product descriptions lacking
- got stretch denim but product page didn't mention that at all

- feels like it is a critical trait for buying clothing
 - unreliable sizing
-

▼ What would be a deal-breaker that might have you abandon a cart and shop elsewhere?

Promo codes not working

- Exclusions apply (to a lot of things)
 - Featured promo on home page
 - Regardless of prior knowledge of promo
 - Feels personally wronged by it
 - Not honest
-

▼ How important is the visual layout and interface for your shopping experience?

If disorienting, cluttered, or like a maze - will look for another site

e.g. Pinterest

- multiple levels deep of pages just to find what you want

Browsing a list

- If clicking on something, auto open in a new tab
 - Not being return back to where you were and not the top of the list
-

▼ Do you have a prefer quantity or quality regarding your clothing? If a mix of both, what is your thought process on determining if something should be one or the other?

Quality preferred most of the time

Quantity when:

- easier to get and cost less, in more places at competitive prices (Levi's, Dickies, etc)
- shoes is a quantity *and* quality thing

- knows he can resale them
-

▼ How important is it for you to be up-to-date with seasonal trends, and does this affect your purchasing behavior?

Not important at all.

Closest thing is limited edition shoes every so often

Not chasing after high fashion or imitations

How would you describe your personal go-to style?

- Band tee-shirts
 - Old metal bands
 - Cargo pants
 - Relaxed fit jeans
 - Outdoor jackets
 - Sneakers (Nike)
 - "Hiker-core"
 - Patagonia that's a bit more grungy
-

Participant 2

Female - 51

Married

Grown children

Small-town Rural

Questions

▼ What motivates you to shop online for clothing?

Convenience of not having to leave the house

▼ What de-motivates you?

Sizing differences

- varies between stores and websites
 - general lack of confidence in sizing
 - returns can be a pain
 - no visual or tactile feeling of the product
 - high shipping costs
 - slow or complicated returns
-

▼ What encourages or discourages you to shop in-store?

Encourages

- able to try on
- feel the material

Discourages

- fitting rooms are closed right now with COVID
- commuting to the store

▼ **How often do you shop for apparel online?**

On average about 3 times a month.

More in the holiday season.

▼ **What are your top priorities when shopping online? And in-store?**

Online:

- Price
- Shipping time
- Quick refunds
- Free returns

In-store:

- Price
 - Quality
 - Visual looks
-

▼ **What is your normal online shopping process?**

Depends on what looking for:

- special occasion?
- type of clothing?

Usually shopping with purpose and not just browsing

iPad device most used

- phones are too small

Uses filters:

- item category
- size
- color
- price range

▼ **Do you read or watch product reviews, and where?**

Not for apparel but for other products

Not worried about others' opinions of clothing

▼ **What e-comm trends are pleasing to experience? What trends are not pleasing? What may change your feelings about them?**

Pleasing:

- curbside pick-up
- in-store pick-up
- pushed into it due to Covid but .

Not pleasing:

- shipping times and cost
 - navigating "back" - returning to top and not previous location
-

▼ **Tell me about your *best* online shopping experience, or a brand that has a consistently good experience, and why.**

Sephora

- \$10 annual fee for free shipping all year
 - rewards points towards purchases
 - 2 free samples for every delivery
 - ships USPS
 - able to use mailbox to return items
 - no trip to shipping carrier location necessary
-

▼ **Tell me about your *worst* online shopping experience, or a brand that has a consistently bad experience, and why.**

& Other Stories

- followed link given for gift idea

- used Apple Pay
 - got a load screen indicating processing
 - then a blank screen with no confirmation of purchase
 - waited several minutes and nothing changed
 - decided to try again and ended up with 2 of the same item and charged twice
 - item was expensive
 - tried to cancel but it wasn't done in time
 - had to return the extra item
 - still waiting on the refund
-

▼ What would be a deal-breaker that might have you abandon a cart and shop elsewhere?

No returns

Expensive shipping

- time spent finding the cost of shipping wasted
 - high minimums for free shipping
-

▼ How important is the visual layout and interface for your shopping experience?

Nice-to-have but not critical

Bad layout or UI would not keep her away

Amazon is ugly but works

- exception is the amount of steps to return something
 - but once there, returns are not questioned
-

▼ Do you prefer quantity or quality regarding your clothing? If a mix of both, what is your thought process on determining if something should be one or the other?

Quantity for everyday

Quality for special occasions

▼ How important is it for you to be up-to-date with seasonal trends, and does this affect your purchasing behavior?

Not at all

- knows her style and gets it
 - no need to know what's "current"
 - overlap is incidental if she sees something trendy that she likes
 - trends are never a motivator for purchasing
-

Participant 3

Female - 41

Married

Grown Children

Small-town Rural

Questions

▼ What motivates you to shop online for clothing?

Convenience

- on couch in pajamas
- no crowds
- no parking

Don't feel rushed

- no sales pressure
- leave cart and come back
- compare different places at a time
- not able to ask a question

Way more selection

Easier to manage budget

- see the cart and prioritize

▼ What de-motivates you?

Not able to try things on

Not able to feel the texture or see quality

Not always available and need to go in-store, defeating the purpose

No experience of being out of house

Hidden fees

Waiting on delivery

A little bit of uncertainty if ordering something that had low quantities

- will she actually get it?

What would help with material confidence?

- customer reviews
 - quantity
 - 4 stars or above
- major purchases will have a lot of research
- **customer images help confirm fabric and color**

▼ What encourages or discourages you to shop in-store?

encourages:

- can sometimes be less expensive
- no hidden fees
- can ask store associates
- no hidden fees
- no wait for delivery

discourages:

- sales pressure
- crowds
- parking
- see online pros
- harder to stick to budget

▼ How often do you shop for apparel online?

Shops weekly

Purchase weekly during holidays

Average month purchase behavior?

- at least every other week
- either as a gift of for self

(tends to be a guilty admission with people)

▼ What are your top priorities when shopping online? And in-store?

online:

bang for buck

- not dealing with social status at trendy boutiques

meets specific needs

overall more leery of quality

avoid complicated returns process

- makes sure she is getting what she expects (reviews)

in-store:

no comments

▼ What is your normal online shopping process?

Looking for something specific

- search
- pick color, size, quantity

Search for promo codes

- always before ordering
- huge part for clothing process

Nothing in mind (window-shopping)

- works way around the store or website

- doesn't want to miss any sections
- goes through each dropdown menu
- adds things to favorites and comes back
- very thorough look through the selection
 - gives peace of mind knowing she has seen the gamut
 - regardless of what shopping for
 - doesn't want to miss out on something better
 - can take time and lead to indecisiveness

Do you find search or using navigation bars to be more common, or do you use them both most of the time?

Doesn't always use both

Search

- May include colors in the terms for narrowing down
- Typically does a search if knowing specifically what she wants

Navigation bars

- Used when not sure of what looking for or needs to see all choices for something specific

▼ Do you read or watch product reviews, and where?

Platform built-in reviews

Amazon

- mostly beauty products
- avoids them for clothing

VRBO

HomeAway.com

Info from daughters

What role does social media play for reviews

Scams can be an issue with social media

▼ What e-comm trends are pleasing to experience? What trends are not pleasing? What may change your feelings about them?

Likes:

- Images with multiple products that look nice together
- Ability to buy each garment on an outfit image

Feels online is better for the economy and planet

Pandemic has shown the ability to do business online has proven to be needed

- lead to innovation
- paradigm shift culturally
- may never go back to what it was

Do you notice in comparison shopping common trends in the experience (e.g. navigation, pop-ups, featured products)

- Pop-ups are distracting
 - Sometimes cookies and ads are useful
-

▼ Tell me about your *best* online shopping experience, or a brand that has a consistently good experience, and why.

Mostly uses online boutiques and local small businesses

Tries to stay local as much as possible

"Small-town Branding"

- price-matches based on quality of the product
- affordable when compared to similar competition

Francesca's

- mostly in-store

- occasionally online
- cute and trendy at a great price
- sales and promotions frequent
 - bogo ½ off
 - 25% off entire store

Target

- mostly in-store
- occasionally online
- one-stop shopping— especially SuperTarget or online
- Red Card and Red Circle membership
 - 5% off across board
 - points and rewards
 - close proximity
- weekly Target shopper

Best online purchases:

- jewelry
- accessories
- tops and sweaters

Worst online purchases:

- dresses
- shoes
- jeans/pants

Big department stores

- Dillard's, Macy's, etc
- not as often anymore

▼ Tell me about your *worst* online shopping experience, or a brand that has a consistently bad experience, and why.

Amazon

- quality, color, and size are very hit-or-miss

▼ What would be a deal-breaker that might have you abandon a cart online and shop elsewhere?

Bad reviews

Bad vibes

- Product limitations
- Amount of inventory
- A lot out of stock:
 - Unclear if it's bad inventory or a sought-after product

Aesthetics of the website

- unprofessional or tacky

▼ How important is the visual layout and interface for your shopping experience?

Very important

- doesn't have to match her own personal aesthetic
- does need to be put-together

Visual person

Professional vibe

Easy navigation

- Clear drop-down menus

What do you mean by "clear"?

- specific categories all across on home page
- broken-down subcategories underneath
- fewer clicks and easier navigation
- Multiple products in a room or outfit
 - helps reduce navigation to find something that works
- Promos at the top and not buried
 - lures you in
 - may not see it if embedded or want to look

▼ Do you prefer quantity or quality regarding your clothing? If a mix of both, what is your thought process on determining if something should be one or the other?

Quality (preferred)

- minimum amount of quality needed

Quantity/Lower quality

- buying gifts for numerous people
- one-time use garments
- minimum quality needed though

Anecdote:

Robes for daughter's wedding:

- Didn't get highest quality
- Wasn't the cheapest either

▼ How important is it for you to be up-to-date with seasonal fashion trends, and does this affect your purchasing behavior?

Personally

- tries to at least stay aware
- sometimes but not always

With young adult girls:

- has to stay on top of what's in
- cart will change accordingly
- being young adults - they buy clothes for themselves
- will check current styles when shopping for their gifts

What are your resources for checking into trends?

Asks if there is a certain store to buy from

Sometimes just surprises them with things

- uses boutiques on social media to guide surprise gift shopping
-

Participant 4

Male - 28

Unmarried

No Children

Sub-urban

Questions

▼ What motivates you to shop online for clothing?

Necessity for something missing

Style found and wanting to replicate in wardrobe

Sometimes ads get him on social media

▼ What de-motivates you?

Not knowing the fit

Having to worry about returns

▼ What encourages or discourages you to shop in-store?

Encourages

- Seeing it in-person
- Mannequins showing fit
- Seeing all options

Discourages

- Out of stock and have to order online
-

▼ How often do you shop for apparel online?

Once or twice every 3 months

- just for online
 - in general for apparel
-

▼ **What are your top priorities when shopping online? And in-store?**

Online & In-store:

Organization

- likes to be efficient
 - well-thought categories, filters
 - well working search bar
-

▼ **What is your normal online shopping process?**

If just browsing:

- checks sales tabs
 - makes way through categories
 - filters on price point
 - when finding something liked:
 - if available — looks at recommended or similar items on product page
 - tracks items liked by:
 - favoriting them
 - add to cart
 - opens in different tabs
-

▼ **Do you read or watch product reviews, and where?**

Shoes:

- to see about durability/quality
- most worn in article of clothing
- not a shoe enthusiast

Where do you find these reviews?

unless shopping for specific item, will stay on the built-in reviews of site currently on

Do you ever use social media?

Never has

▼ What e-comm trends are pleasing to experience? What trends are not pleasing? What may change your feelings about them?

(unclear on the meaning of the question)

Good:

- user-generated photos
- hashtags with company names
- product page with user hashed contents of products

Bad:

- too much advertising on social media
- what does "true-to-size" really even mean?

Re-worded:

"What improves your overall experience, and what annoys you?"

nothing comes to mind

Re-worded again (at end circling back)

"What are ecomm patterns that you've seen that you don't like?"

ecomm exclusives because if it's out of stock you can't get it anywhere

▼ Tell me about your *best* online shopping experience, or a brand that has a consistently good experience, and why.

No one specific experience

Repeat customer of:

- American Eagle

- H&M

What is your reasoning for these two:

- Style and pricing
 - Already knows the sizes in those brands
 - sends updates on delivery times
-

▼ Tell me about your *worst* online shopping experience, or a brand that has a consistently bad experience, and why.

One time when ordering from Wish

- inconsistency on everything
 - shipping times
 - sizes
-

▼ What would be a deal-breaker that might have you abandon a cart and shop elsewhere?

Shipping costs

Trust what you are buying and where buying from

Will sometimes have tabs open at other places

- Goes with price
- Item looks better

Assuming prices were the same, what leads to trust in quality from one place over the other?

- reviews
 - if a known site
 - website looks established
-

▼ How important is the visual layout and interface for your shopping experience?

High importance

Tells him that they put effort into everything

Helps brand to be welcoming and established

- Would be more inclined to buy

Does being a designer have a lot to do with it?

- doesn't think it holds much weight
 - doesn't believe designers are only ones who would care
-

▼ Do you prefer quantity or quality regarding your clothing? If a mix of both, what is your thought process on determining if something should be one or the other?

Quality preferred

Doesn't shop to acquire things

Is there ever a scenario where you have or would go for quantity?

- basics like socks
-

▼ How important is it for you to be up-to-date with seasonal trends, and does this affect your purchasing behavior?

Not into fashion

He likes what he likes

If it happens to be a trend — so be it

Participant 5

Female - 34

Unmarried

Children age 3-14

Small-town rural

Data Analyst

Questions

▼ What motivates you to shop online for clothing?

Convenience

- easy to find what she wants
- not having to go anywhere
- Coupons online

COVID

▼ What de-motivates you?

Unsure of fit

- unless previously purchased
 - no guarantee
 - many reviews and customer images
 - matching customer body type
-

▼ What encourages or discourages you to shop in-store?

Encourages

- nothing

Discourages

- pandemic
 - busy life
 - buys things not needed
 - in-store is a time sink
 - will spend time looking around
-

▼ How often do you shop for apparel online?

85% of apparel shopping is online

Twice a month

▼ What are your top priorities when shopping online for apparel? And in-store?

Only shops specific needs

- finding what she wants
- price

What about when having to go in-store occasionally?

- always has a list
 - does it in an order to avoid back-tracking (store navigation)
-

▼ What is your normal online apparel shopping process?

Search for item

Look for coupons

- Target app

Comparison shopping

- when unsure of something
- looking for similar item at better price

Tries to stack as many items in a single purchase

- especially with a good coupon
-

▼ **Do you read or watch product reviews, and where?**

Reads on website buying from

Doesn't watch reviews

▼ **What e-comm trends are pleasing to experience? What trends are not pleasing? What may change your feelings about them?**

Likes

- Curbside pickup
- all stores have apps
- anything that makes whole process easier
- seeing furniture in a room virtually
 - can be unreliable accuracy

Dislikes

- menus with too broad or too many categories and sub categories
- can become just too much to sift through

What makes something easier for you?

- seeing available discounts without having to search
 - pre-saved info in account — no information to fill out
 - seeing delivery methods and timeframes
 - filters good for finding what she wants
 - information to determine how fast something can be gotten
-

▼ **Tell me about your *best* online shopping experience, or a brand that has a consistently good experience, and why.**

Target

- nothing really goes wrong
- buys several times a week

What do they do that works?

- Their changes are subtle
 - Gets better without noticing
 - Has evolved well over time
 - Stays fresh but still familiar
-

▼ **Tell me about your *worst* online shopping experience, or a brand that has a consistently bad experience, and why.**

Ordered shoes online and only allowed to return them in-store

- the store was a very long distance
- ended up giving away the shoes

Starbucks

- won't allow ordering on a phone even if open
- arrives and store is open
- goes through order process and it says they don't have it

Amazon

- never know for sure if it will work unless previously ordered
- item has to have a lot of reviews — needs to see what it looks like on others
- requires a lot of research to feel confident in apparel purchase

What has been the most inconvenient thing you have come across?

Couldn't recall at the time

Remembered it later

Etsy

- ordered something but forgot about it
 - realized never received — was refunded
 - shop had closed down
-

▼ What would be a deal-breaker that might have you abandon a cart and shop elsewhere?

Long wait times for delivery

Expensive shipping

Price

If getting multiple things

- if another place has same items at lower combined price
- even if most things match price and only one thing is cheaper

▼ How important is the visual layout and interface for your shopping experience?

Pretty important

Organization

Ease of use

- having to click on an item page just to add to cart
- when adding to cart — taken to cart page is annoying

What qualifies as organized and ease of use

Organization

navigation

placement of menus

order of items on a menu

Ease of use

how painless it is to navigate

persistent search bar

- followed up with auto filter menu

Regarding navigation, do certain patterns or setups work better?

If on a browser

- nice to have a persistent side bar navigation
- not having to go back

On phone app

- hamburger menu with navigation

Persistent search

▼ Do you prefer quantity or quality regarding your clothing? If a mix of both, what is your thought process on determining if something should be one or the other?

Mix

What is the piece of clothing being used for?

Quality when:

- something used for multiple outfits and not a one-off
- something that will last and be used more repeatedly

Quantity when:

- something used for one occasion
- for basics (e.g. tee shirts)
 - several colors at low price

What gives you confidence that something is a quality product?

Previous purchases

Name recognition

Good reviews and reputation

- not just online but from trusted word-of-mouth

Looks at materials

- product description accuracy
-

▼ How important is it for you to be up-to-date with seasonal trends, and does this affect your purchasing behavior?

On scale of 1-10 — it's a 7

When teaching it wasn't as important

Now working downtown in an office it's more important

It affects purchasing behavior

Clothes for work

- used Pinterest for inspiration
- looks up the styles found
- checks her usual places first for that found style
 - Target
 - Amazon

Stitch-fix account

- uses just for work clothing
 - easy to use and set up preferences
 - sends new garments that go with previous items bought
 - high price with matching quality
 - occasionally will see a brand found at TJ Maxx
-

Participant 6

Female - 26

Married

No children

Medical Sonographer

Questions

▼ What motivates you to shop online for clothing?

Convenience

- avoid covid
- stay at home

Boredom

- sees an ad and goes for it
 - killing time
-

▼ What de-motivates you?

Improper fit

- has to roll dice and hope it fits

Returns

▼ What encourages or discourages you to shop in-store?

Encourages

- fun outing in public to get out

Discourages

- Covid
-

▼ **How often do you shop for apparel online?**

Browse daily

- wide range of time spent

Purchase

- a few times a month
-

▼ **What are your top priorities when shopping online for apparel? And in-store?**

Style

- minimal

Streamlined visual shopping for both

- no cluttered clothing racks
- thrift stores are an exception
- stripped down sections
- light colors
- no bright or neon colors

Web design

- not chaotic
 - streamlined experience
-

▼ **What is your normal online apparel shopping process?**

Finds things she likes on Instagram

Follows influencers and tags

Swipe up on ads

When there and shopping, what are your steps to completion

Filters

- ex: new dress
- goes to dress section
- filters on mid-length
 - likes specific sub-categories
- go to other stores to find similar

Doesn't like scrolling through a ton of items

Tries to be purpose-driven vs mindless window shopping and scrolling

▼ Do you read or watch product reviews, and where?

Read

- especially for home products like appliances
- website reviews for sizing

Watch

- influencer or user reviews on Instagram
- doesn't seek out the unboxing videos

▼ What e-comm trends are pleasing to experience? What trends are not pleasing? What may change your feelings about them?

Getting ads after conversation

- kind of creepy but helpful and sells products

Instagram discount codes

- small shops "use code" for X% off
 - small shops interlinking and promoting each other
 - likes to support small business
 - saving money is always nice
-

▼ **Tell me about your *best* online shopping experience, or a brand that has a consistently good experience, and why.**

Lisa Says Gah

- Instagram and their website integrate well
 - Swipe up on their stories
 - Quick deliveries and cheap shipping
 - Sales often for Instagram followers
-

▼ **Tell me about your *worst* online shopping experience, or a brand that has a consistently bad experience, and why.**

Scammed once

- Ordered something from a professional-looking site
- Never received the items
- Read reviews on Better Business Bureau and saw complaints

Couldn't remember the website

- Had a lot of merchandise to sift through
- Went to product page
- When going back it put her back at the top
 - very frustrating thing
 - acknowledges it being trivial

Auto-deterrent and avoids sites like that — even if liking their products!

▼ **What would be a deal-breaker that might have you abandon a cart and shop elsewhere?**

Always has several carts open

Indecisive personality

Finding a better deal elsewhere

Shipping times — especially at holidays

Is there anything in the experience that would have you change mind and not follow-through on a purchase

- unsure of size and only has in-store credit
 - what if she doesn't want anything else from there?
-

▼ How important is the visual layout and interface for your shopping experience?

High importance

- Buttons work as expected
- Streamlined layouts
- Neutral and crisp
- Not cramped or chaotic

Sees layout as a "handshake" first impression

▼ Do you prefer quantity or quality regarding your clothing? If a mix of both, what is your thought process on determining if something should be one or the other?

Quality

- Shifted away from fast fashion and low quality
- A few nicers staple pieces like jeans

Quantity

- basics like socks and pajamas
-

▼ How important is it for you to be up-to-date with seasonal trends, and does this affect your purchasing behavior?

Doesn't follow high-fashion typically

Affects what is bought

Moreso with accessories

- clothing is pretty plain - neutral and not loud

- more trendy on accessories
 - Awareness of fashion cycling back
-