

Lori McLean 1:1 Interview Script

Introduction

[Spend a few minutes breaking the ice; How has your day been treating you? Some weather we're having! Etc, etc.]

Thanks for agreeing to chat with me today! I'm working with a jewelry retailer called Lori McLean Ltd to help them revamp their online presence and I'd like to ask you a few questions to help guide me as I get started. We'll begin with a few questions about you and then we'll move on to chat about your relationship with jewelry and online shopping in general. To wrap things up, I'll show you Lori McLean's current website and ask you some questions about what you see there. All of this shouldn't take any longer than 30 minutes. Sound good?! Would it be alright with you if I recorded the interview? It is just for me listen back to later on. I promise to keep your answers anonymous.

Demographics

- What is your name?
- What are your pronouns?
- Do you mind sharing your age?
- Are you currently employed?
 - If yes: what do you do?
- Where do you live?
- Are you married or in a relationship?
- Do you have any children?

Research

[The order + wording here are a general framework to fall back on when things get off-topic. I intend to remain open to conversation that drifts away from this script, as long as the subject matter stays relevant]

1. Have you ever shopped for jewelry in the past?
 - a. If yes, what and who were you shopping for? Where did you go? What was the experience like?
 - b. If no, imagine a situation where you might need or want to shop for jewelry. Who would you be shopping for? Where would you go?
2. If you decided to shop for jewelry online, what would you do first? Where would you go?
 - a. What are some questions you might need answered in order make a jewelry purchase online?
3. Have you ever had to get jewelry or clothing repaired?
 - a. If yes, how did you decide where to facilitate the repair? What questions did you have going into the experience?

- b. If no, imagine that you did need something repaired. Where would you go? What questions would you have?
- 4. (For those who are engaged or married) Do you have a wedding and/or engagement ring?
 - a. If yes, tell me about how you found it. What was the experience like? Did it need to be resized?
 - b. If no, why did you decide against it? Did you purchase any sort of alternative?
- 5. How do you feel about shopping online in general?
 - a. Can you tell me about a positive experience you've had while shopping online? What made it so great?
 - b. Have you had any negative experiences shopping online? What was so bad about it?

Current Product Walkthrough

Great! I'm going to drop a link in the chat and ask you to share your screen with me, if that's alright. This is Lori McLean's current website. Let's take a look at it!

- 1. What are your initial impressions?
- 2. Let's find a product to add to our shopping cart. What would you do first?
 - a. How do you feel about the categories/navigation options? Is anything missing? Is there anything you don't understand?
 - b. How do you feel about the details and imagery available on the product pages?
- 3. Does Lori McLean offer custom or repair services? Where would you go to find more information about that?
 - a. Does this website answer all of your questions about custom and repair services?
 - i. If yes, what was successful?
 - ii. If no, what is missing?
- 4. Do you have any final thoughts you would like to share about Lori McLean's current website?

Wrap Up

Great! Those are all the questions I have for you today. Thanks again agreeing to chat with me. This has been really helpful!