

Live Love Polish Customer Interviews Script

Scope: *How Live Love Polish customers come to decide to complete / not complete a purchase on the (1) website (2) mobile website.*

Introduction (5 min)

- *OK to record?*
 - *Confirm timing*
 - *Who are we and why are we doing this*
 - *There no wrong answers, this is information that help us direct our work*
1. Thanks so much for taking the time to talk and help me with this. I really appreciate it. Have you done something like this before?

I've been hired by Live Love Polish as an outside consultant because it's really valuable to them to get some insight and perspective from customers like you. I have no attachments to the website so feel free to say anything; you won't offend me.

What I'd love to do is just spend some time chatting with you about about your online shopping experiences, it's pretty casual, but I'll ask you a lot of questions. This data will help us learn how we can deliver a better experience to our customers on our website. Please remember that all responses are confidential.

Open General (10 min)

What are some broad questions you can ask to open the conversation and warm people up? Start with easy small talk, then transition to questions about the topic you're trying to learn about. (SPRINT p. 205)

2. So, maybe just for starters, can you tell me a little bit about the kind of work you do? You mentioned on our survey that you are working as a ____ at ____.
3. What does that involve? What's a day look like?
4. What kinds of things do you do when you're not working? Do you have certain kinds of hobbies, or things that you like to do?

Then Go Deep

What are some questions that can help you start to understand this person's hopes, fears and ambitions?

[Probe for different types of motivations]

5. I understand that you paint your nails once a week / 2-3 times a week / every other week. Why *that number of times*?
6. Why do you paint your nails? How do you feel when you do?
7. I'd like to know about your experiences visiting livelovepolish.com. Can you walk me through what that's like?

Time of Day / Frequency of visits

8. What is on your mind when you are on livelovepolish.com?
9. **Mood when on website***: How do you feel when you are on livelovepolish.com? Why do you feel that way?

***NOTE: Ask variation of this question at different moments throughout interview, i.e. "How do you feel when that happens / when you~?"**

10. Please describe to me the things that you like / dislike about livelovepolish.com. Why do you like / dislike them?

Participants who have made a purchase (5 min)

1. I understand that you have made 1 / 2–4 purchases on livelovepolish.com. How did you decide to make a purchase on the website? Why?
2. How would you describe the checkout experience on livelovepolish.com?
3. What is important to you when you make a purchase, or when you're thinking of making a purchase?

Participants who have made a purchase on their phone (5 min)

1. Some of those purchases were made through your phone, too. Please walk me through the experience of using the website on your phone.

2. What made you decide to make a purchase on your phone? Why?
3. Have you made purchases through your desktop computer as well, or only on your phone? Why?
4. In the last 6 months, which device did you make more purchases on? Why?

[Probe on difference and similarities to desktop computer experience]

5. How would you compare the experience of purchasing on /navigating livelovepolish.com, on your phone, to on your desktop computer? Why?

Participants who have made purchases, but not on their phone (5 min)

6. I understand that you have visited livelovepolish.com on your phone, but have never made a purchase. Can you tell me about your experience navigating through the website on your phone?
7. Why didn't you make a purchase on your phone?

Participants who have never made a purchase, but have visited the website (including on their phone) (10 min)

1. I understand you have visited livelovepolish.com, and on your phone, but you have never completed a purchase. Why?
2. I understand you also like to shop on _____'s websites. Please describe to me the best or most pleasant experience shopping on those websites. Why was it the best?
3. Please describe to me the worst experiences shopping on those websites. Why was it the worst?
4. Have you ever made a purchase on those websites through your phone?
5. How would you compare the experience of purchasing on /navigating on that website on the phone, to on your desktop computer?

For all interviewees

1. How do you decide what nail polishes to buy?
2. How do you feel about Live Love Polish in general?

Wrap Up (5 min)

Is there anything we haven't talked about?

Thanks. GIVE INCENTIVE

Thank you so much for taking the time to speak with me. Your insights are highly valued, since they will help us better understand our customers' experiences on our website, and how we can improve it. As promised, you will receive a \$50 off code to use on livelovepolish.com, which will be emailed to you at the end of our call. This code is valid for one use only, and will expire on __ at __ Eastern Time.

Other areas to explore:

- Other uses for website (when not making a purchase)