

Unbridled: User Interview Discussion Guide

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GOAL: Discover the goals, needs, pain points and behaviors of customers who have experience buying fitness apparel online, and have experience with subscriptions services.

WARM-UP

I'm so glad we're getting to chat! I'm working with a fitness apparel company to gain insight on how people shop for fitness & athleisure apparel online, and I appreciate your taking some time today to provide feedback that will help our team. Any feedback you give is confidential and for research purposes only, and you can choose to remain anonymous.

I'd like to record this interview for my notes, is that okay with you?

Great! Let's start.

FITNESS / ATHLEISURE APPAREL

1. Can you tell me what device or devices do you normally use for shopping for fitness apparel? Why?
2. If phone - mobile web or mobile app?
 - Which do you use most often? Why?
3. Can you share a bit about your most recent experience shopping online for fitness apparel?
4. What did you like about your experience?
5. What didn't you like?

6. Was there anything that surprised you?
7. Was there any part of your experience that you didn't expect?
8. Do you ever initiate a purchase, but not complete it? (*abandoned cart Q*)
Why?

SUBSCRIPTIONS

You mentioned in the survey that you have experience with clothing subscription services....

1. Do you belong to any right now? Which ones? Why?
2. Have you belonged to any in the past? Which ones? Why?
3. What device do / did you use to access your subscription account / accounts? Why?
4. Can you tell me a little about how X subscription service works?
5. What do / did you like about that subscription service if anything?
6. What do / did you NOT like, if anything?
7. Is / was there anything about your experience with X subscription that surprises you?
8. Are / were there any features of the service that you like / Did not like? Why?
9. If you no longer belong to a subscription, why is that? Would you consider another subscription in the future? Why / why not?

CLOSE

1. Is there anything else you'd like to share today?
2. Is it okay for me to reach out if I have any follow-up questions?