

H&M - USER Interview

Introductions

Hi _____ my name is Aditi, I'm conducting some user research for redesigning H&M's website. We're looking to get a better understanding of user's experience shopping online. If it's also ok with you, I'll be recording this session for reference purposes. Please note, there are no right or wrong answers and to ensure your comfort and privacy, everything said in this session will remain confidential. Do you have any questions before we begin?

Rapport building:

Can you tell me a little bit about yourself?

Ask about age, occupation and lifestyle.

Icebreakers: What's your go to shopping brands for clothing? Do you mostly shop in-store or online? What are the challenges you face while shopping online?

Body:

- Can you tell me about how your shopping experience has been so far for you and your preferences?
- Can you describe any difficulties you experience when you're selecting outfits at various shopping sites?
- What matters the most to you when choosing an outfit? Why?
- What device(s) do you normally use? Phone, laptop?
- What did you like or dislike about some of the websites you've researched
What sort of information impresses you about a clothing website?

If applicable, ask them to visit current website:

- What are your thoughts on the current website?
- Imagine you are shopping now, what information would you be looking for here? Is there any information you think is missing that would be helpful for you?
- How do you navigate through different pages as you make your selection? Is it easy to find?
- Is there any feature you wish H&M website had to make your experience any better?

Conclusion:

That concludes all the questions I have for you today, do you have any other questions for me before we end this interview? I really appreciate you taking the time to speak with me today.