

## **Lichen: 1:1 Interview Questions**

*15-20 minutes*

1. In a typical month, how often do you shop for clothing online?
2. Do you prefer shopping for clothes online or in a store? Why?
3. What is the most challenging/frustrating thing about shopping for clothes online?
4. What are your favorite ecommerce clothing sites?
  - a. Why? What do you like about them?
5. Can you name the three top factors you take into consideration when deciding where to shop online?
6. Do you ever shop for clothing for someone else? If so, how often?
7. Imagine you want to browse and shop for new clothing online. Are you more frequently on your laptop, or your phone?
8. Can you walk me through a recent online clothing shopping experience that you found surprising?
9. Is there anything you can think of that would make shopping for clothing online improve for you personally?

## **Observation/Review a site together**

*10-15 minutes*