

# User Experience Research Report: Interviews, Personas, and Scenarios

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Date: February 18, 2016

Word Count: 2,434



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## Executive Summary

This report details and analyzes a series of interviews conducted for a usability assessment for Collage.com. An initial stakeholder meeting was conducted before interviewing the target user population. For the user interviews, a total of six people were interviewed including five from the site's target demographic. The information we gained from the interview responses provided us with insight on people's thoughts, attitudes, and motivations regarding creating customized products online. We then used the interview information to develop findings and recommendations for the system and created personas and scenarios to build a presentation of Collage.com users.

The initial stakeholder meeting revealed that Collage.com's target demographic is primarily made up of women from the ages of 18-60, and the majority of those women users are middle-aged mothers. In order to recruit participants for our interviews, we asked classmates and friends who fit those demographics. Our interview questions were focused on understanding their online shopping habits, their experiences with either creating or receiving customized products, and their thoughts on customized product processes and websites. After analyzing the interviews, we used the results to develop a series of findings and recommendations.

## Key Findings and Recommendations

**Finding 1:** The quality of final product affects the customer's trust of the website.

**Recommendation:** Adding a preview function and a suggested products options function will help users better understand what the final product will look like before ordering.

**Finding 2:** Users are more encouraged to use a website when the interaction complexity is reduced.

**Recommendation:** Providing first-time users with a tutorial and rollover instructions can help reduce users' uncertainty with the website and trial-and-error times.

**Finding 3:** Customization preference varies from different audience groups.

**Recommendation:** Adding a customization recommendation based off user demographics can help users find products they might like and help Collage.com expand to other market demographics.

The interviews and personas helped us further understand Collage.com's target audience and will be used to make more recommendations in the future.

## Introduction

Collage.com is a website that allows users to create customized products using their own photos. The company was co-founded by two former University of Michigan students, Kevin Borders and Joe Golden, after Borders had the problem of not being able to find any software he wanted to use to create a unique anniversary gift for his girlfriend. The two of them then teamed up to create the software that would later eventually turn into Collage.com. Today, Collage.com is a growing start-up company that takes pride in offering its users with a large variety of product options from blankets to puzzles and photo customization and editing tools.

Over the course of the semester, our team will be reviewing and analyzing the usability of Collage.com. The primary problem that will be focusing on is how to improve the customer's experience of creating a product using only one photo as opposed to the site's standard multiple photo option. The website was initially intended for products to use multiple photos, so the company would like recommendations for how to help users who want to create customized products with only one photo. The company is also thinking about their expanding their market demographic but would like to focus on improving the site's usability before doing so.

During this phase of the assessment, we conducted interviews with people from Collage.com's target demographic, which is women ranging from ages 18-60. We also interviewed a person outside of this demographic (one middle-aged male) in order to better understand people's thoughts towards customized products. We specifically wanted to know what people's motivations, desires, and needs were when creating and ordering customized products, such as what types of products they would customize and order, and if they had any prior experience with similar systems to Collage.com. We applied the interview findings to Collage.com in order to determine its successes and limitations and to create informed recommendations to help improve the site's usability.

## Methods

In order to better understand how users could utilize Collage.com and their attitudes towards customized products, we interviewed users who fit Collage.com's current targeted demographic and users who Collage.com aspires to target in the future. After analyzing the interviews, we gained a better understanding of the target demographic and how to provide appropriate recommendations to our client.

### Target Demographic:

Before conducting individual user interviews, we had an initial meeting with our client contact. She informed us that Collage.com's main user demographic is made up of about 80-90% women who are mainly between the ages of 18-60. Majority of those women tend to be middle-aged mothers. She also mentioned Collage.com is

thinking about targeting more men or younger people, but it is not necessarily one of the company's major concerns right now.

### **Recruiting Methods:**

For our interview participants, we wanted most of them to be in the target demographic of middle-aged mothers. However, we also wanted to interview people who were outside of this specific target demographic, such as college-aged students and males, since our client had brought up expanding their market. We recruited these participants by asking our friends and classmates who fit the above categories.

### **Summary of Participants:**

In total, 6 people were interviewed. There were 5 females and 1 male. Out of the females, 2 were mothers. 5 of the participants were college-level students (1 undergraduate, 3 master's, 1 doctoral). All of our participants were very familiar with computers and online shopping.

### **Instruments (See Appendix):**

Interview Question Types:

- Demographic background: age, gender, occupation
- Habits: online shopping, photo sharing frequencies, gift giving
- Product: experience with product customization

All interviews lasted approximately 30 minutes and were conducted in person.

### **Analysis Methods:**

After conducting the interviews, we analyzed each interview individually and compared the interviews to each other. After each interview was conducted, a typed transcript and audio recording (if recorded) of the interview was uploaded to the group's shared folder on Google Drive. We noted any significant similarities, differences, and findings. The results of the analysis helped us to understand users' problems and motivations when using product customization websites and to develop our recommendations, personas, and scenarios.

## **Findings and Recommendations**

Based on our stakeholder interview, Collage.com is currently facing a usability problem concerning making products with a single photo. They did not anticipate their users trying to create customized products with using only one photo instead of multiple photos. Our client mentioned how cropping problems can occur when customizing and editing with one photo. However, since this phase of the assessment is focused on understanding the target population, we did not contact actual users of Collage.com for this phase. While we have not fully explored how to solve the problem Collage.com has with single photos, we want to at least provide recommendations to improve the site's overall usability. Therefore, we primarily focus our analysis on the general behavior of the users and look to uncover their

attitude and concerns while using customized product websites or editing photos online.

## Summary Results

In general, most of our interviewees have experience with online shopping or making customized products online. Thus, the interviews were mainly focused on general experiences and difficulties the average user might encounter while shopping online and making customized products. In addition, most interviewees stated that the interaction process for creating a customized product needed to be as simple as possible and a preview function of what the final product will look like is necessary to provide. With the preview function, users can find out where they might need to improve and make sure what they make will be the same as the final product. However, no interviewees mentioned that they had encountered a problem of creating a product with one photo.

## Key Findings

### Finding 1

#### **The quality of final product affects the customer's trust of the website.**

One-third of the interviewees said that the quality of the final product will largely influence their thoughts on the web site's reliability and quality. One interviewee mentioned that the material of the product, such as the texture of the fabric, will be considered most. Another interviewee recalled a previous experience where he attempted to create a customized product but decided not to order the product after doing some comparative research. He discovered that the producer of the product was not trustworthy, compared to other products' producers, so he decided not to buy the product. From the interviews, we found that the willingness of buying a product online is highly related to the quality of the final product.

### Recommendation 1

We suggest Collage.com adds a preview function and a suggested options function. In order to ensure the quality of the final product, the system can provide a preview function for users when they want to examine their editing. A previewing function reassures users what they receive will completely be the same as what they made online. Moreover, if the system could display suggested options for customizing photos based on your picture size and your chosen product, users can further understand what the product will look like and ensure the final product will look how they want it to. For a customized website, a preview function is necessary in order to create a satisfying user experience.

### Finding 2

#### **Users are more encouraged to use a website when the interaction complexity is reduced.**

All interviewees pointed out that a website for customized products should be simple and easy to learn how to use. One of the interviewees said that the process of

making a product should be fast. If the interaction process is too complex and not intuitive, it might reduce users' desire to use the website. Another interviewee mentioned that it is unnecessary for the website to provide a complicated photo editing function. As long as the editing function is simple and the quality of final outcome is good, they will be willing to use the website.

### **Recommendation 2**

We would recommend implementing a tutorial and instruction function. The website can provide a tutorial function for first-time users, which could offer them an overview of the website. Furthermore, each function could have a small reminder to guide users. For example, when the user's mouse hovers over a certain editing function, a small reminder could pop out to let the user know what this function is. It might help reduce users' uncertainty and trial-and-error times while using the website.

### **Finding 3**

#### **Customization preference varies from different audience groups.**

From the interview results of our younger interviewees, they would not prefer to make customized products with a photo of themselves printed on. They are more likely to customize a product with an art background they like instead. Among young people, females are more interested in this type of art customization than males. Our initial stakeholder interview revealed that mothers are Collage.com's biggest demographic, which our own interviews later confirmed. Our interview participants who were mothers showed interest in customized products and would prefer to customize products like blankets, pillow covers and other related products with photos of their children printed on them.

### **Recommendation 3**

We suggest Collage.com provide a customized recommendation system. By conducting more thorough user research, Collage.com can categorize the customizing preferences for different demographic groups (mainly by age and marital status) and integrate this data into a recommendation system. By doing so, when people sign-up or log-in as guest users, the system can require users to provide basic demographic information, which the system can use to provide customized recommendations to users. This can also help Collage.com expand by appealing to other demographics.

## **Discussion**

Because of the small sample size, sample selection, and problem scope, there are a few limitations of the interview phase of this assessment.

### **Limitation 1: Sample size**

Our group interviewed 6 people. Our client's user size ranges from 20,000-60,000 per day depending on the month (for example, holiday months are much busier than non-holiday months). Therefore, 6 people is most likely not an accurate representation of Collage.com's users.

### **Limitation 2: Sample Selection**

Our interview participants were not randomly selected. We asked people we knew, such as classmates and friends, because they were easy to access. In order to be truly random, we could have generated a list of all our classmates, got rid of those not in our target demographic, and created a system to randomly select 6 participants.

### **Limitation 3: Problem Scope**

The problem we are analyzing is also limited. The problem of how to improve the user's experience of creating a customized product with only one picture is quite specific. It was somewhat difficult to create interview questions that would help us understand more about this problem without asking our participants specific usability problems or showing them the site. Since this phase was not concerned about the site's specific usability issues, we asked more general questions but perhaps did not receive as much as insight to the problem as we would have liked.

One question we have after conducting and analyzing the interviews that is related to problem scope's limitation is why do users on Collage.com prefer using one photo. Perhaps by targeting Collage.com's users in the survey phase of the project, we can better understand their motivations behind using one photo, the frequency of how many users use only one photo to create Collage.com projects, and about any other usability issues users may encounter. Our client contact also told us she is currently conducting more researching regarding the single photo issue, so we hope her research will also provide us with greater insight.

## **Conclusion**

Based off the six interviews from the targeted user population, we discovered that most users look for reliability and simplicity from a customized product website and that preferences for customized products vary for different demographics. When making a customized product online, users want to know what the final product will look like before ordering to ensure its quality. Users also want a system that easy and quick to use. We recommend Collage.com provide users with an accurate product preview and suggested options feature to let users know what their designed products will look like before ordering. We also recommend implementing a tutorial to help first-time users and rollover instructions to help reduce the system's overall complexity. Lastly, we recommend including a customized recommendation system to help users find products they may like easily and help expand Collage.com's market.

For the next phase of the assessment, we will analyze various existing competitors of Collage.com. This comparative analysis will help us provide Collage.com with more informed, future recommendations.

## Appendices

### Appendix A: Personas

#### **Persona Justification**

To build appropriate personas, we have conducted 6 interviews in total, covering a broad demographic from undergraduate to associate professor. In addition, we also received existing user data kindly provided by our client contact. Based on the provided user data, we grasped the demographic information of the principal user group, which are women (usually mothers) between 30 to 50 years old. Other than middle-aged women, young females between the ages of 20 to 30 are also active users. Lastly, there are few men using Collage.com for customizing products. However, that also means it is an undeveloped market. Accordingly, we decided on the general background of our three personas: one college female, one young mother, and one father. All of them are frequent computer and Internet users.

As for creating suitable scenarios, from both our interview data and order data provided by the client, it was revealed that most customized product orders are made around and for the holidays, which indicates that customers are customizing gifts on Collage.com for their family and friends. In addition, given that most users are moms, it is reasonable to categorize their shopping scenarios as customizing products using their children's photos.

Persona 1:

# AMY JOHNSON



“ I want to give people gifts that remind them of me as they see them.”

|                               |                      |
|-------------------------------|----------------------|
| <b>GENDER</b>                 | Female               |
| <b>AGE</b>                    | 20                   |
| <b>LOCATION</b>               | Bloomington, Indiana |
| <b>TITLE</b>                  | Senior Undergraduate |
| <b>TECHNOLOGY PROFICIENCY</b> | ★★★★                 |

**BACKGROUND**

Amy is an undergraduate of Department of Social Science at University of Indiana, Bloomington, specializing in Anthropology. She spends a lot of time together with friends in extracurriculum activities such as going to concerts, taking yoga classes and hiking. She is a frequent online shopper who usually does online shopping more than twice a week. Products purchased range from clothes to cleaners.

|   |   |
|---|---|
| <p><b>GOALS</b></p> <ul style="list-style-type: none"><li>• be a considerate person who care about people around</li><li>• gain sense of identity from others</li></ul> | <p><b>NEEDS</b></p> <ul style="list-style-type: none"><li>• select unique gifts for memorial days</li><li>• put greeting notes together with the gifts</li><li>• voice concern visually</li></ul> |
|---|---|

Persona 2:

# SAMANTHA KIPP



“ I love my children more than my life.”

**GENDER** Female  
**AGE** 35  
**LOCATION** Boston, Massachusetts  
**TITLE** Housewife  
**TECHNOLOGY PROFICIENCY** ★ ★

**BACKGROUND**  
Mary is from Texas and has been very thoughtful and considerate to her family and friends since she was a girl. She got her bachelor degree in biology from University of Boston at the age of 22. Since she graduated, she began to work in a pharmacy company, which is the place she met her significant other. She got married with her husband five years ago. Four years ago, they had their first kid, and Mary quit her job to become a housewife. Two years later, she gave birth to her second child. Now, she is dedicated to raise her children and trying to be a good mom.

| GOALS  | NEEDS   |
|--|---|
| <ul style="list-style-type: none"><li>• Be a caring and considerate mom</li><li>• Watch her kids happily grow up</li></ul> | <ul style="list-style-type: none"><li>• Enhance connection between her and her children</li><li>• Provide a more cozy environment for her children to grow up</li></ul> |

Persona 3:

# KEVIN MILLER



“ It’s never too old to learn.”

**GENDER** Male  
**AGE** 43  
**LOCATION** Pittsburg, Philadelphia  
**TITLE** Associate Professor  
**TECHNOLOGY PROFICIENCY** ★★★★★

**BACKGROUND**

Kevin is known as a smart scientist in many people’s eyes. It is true that he has been publishing a lot great papers and making significant progress in the field of computer vision since he became an associate professor in the school of computer science at Carnegie Mellon University. But other than that, he is also a father of a five year old boy. Kevin is very enthusiastic about his research work, however, this alienates him from his son due to lack of interaction between him and his son. He realizes this problem and is actively improving their father-son relation.

| GOALS  | NEEDS   |
|--|---|
| <ul style="list-style-type: none"><li>• Be a loving father</li><li>• Raise his son in a caring environment</li></ul> | <ul style="list-style-type: none"><li>• Show more attention to his son</li><li>• Spare more time for family life with the gifts</li></ul> |

## Appendix B: Scenarios

### Scenario 1:

# AMY JOHNSON



#### SCENARIO

Amy is a senior in the University of Indiana, Department of Social Science, specializing in anthropology. She meets her boyfriend, Ben, on the first workshop in the orientation week and has been in relationship for two years.

Now it is the fifth week of the winter semester, Amy is busy in preparing midterm exams, finishing tons of assignments which are due in the following week

and could hardly take more pressure. She has spent the whole time of Tuesday evening on her midterm essays before she decided to take a rest. When walking by the billboard on way to the vending machine, Amy notices a poster reads "Best Chocolates on Valentine's Day", which reminds her of the coming Valentine's Day a week later. In the last two years, Amy has given a Zippo lighter and a Starbucks mug to Ben as Valentine's Day's gifts before. This year she wants to choose something new and unique rather than normal items. "Customization!" - A sound flows through her mind. When back to her laptop, Amy opens a new tab in Chrome and searches "customized gifts" on Google. A bunch of results show up and Amy goes for the second one on the list since when she enters into the first website, a lots of pop-out advertisements impede her from moving forward. "Collage.com, um, looks nice."

Amy clicks the big blue button on the homepage of Collage.com to start her project. After going through all types of products Collage.com has, she chooses 5 \* 7 canvas, one of the most popular items, and proceeds to the next step: uploading photos. Realizing the laptop on hand is a brand new one and doesn't have any previous photo stored, Amy clicks the button with Facebook icon on it to look up for online albums and picks one photo she takes with Ben in Seattle. Then she adds a bottom title "Happy Valentine's Day", adjusts the font size and fills the background with a rose wallpaper. Satisfied with the outcome, Amy adds the product to cart, checks out, supplies card information and finishes purchasing.

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## Scenario 2:

# SAMANTHA KIPP



### SCENARIO

Samatha is now a full-time house wife spending most of her daily time taking care of her two children. She has two children, a four-year old girl and two-year old boy. Both of her children are pretty feisty, which can make Samatha quite exhausted sometimes, but she still loves her son and daughter very much.

As weekly activities, Samatha and her husband usu-

ally take their children out to parks, as family activities. Like many parents, they love to take photos of their children playing and share them on social network. Recently, when Samatha met some neighbourhood mom, she found out the other mom was planning on printing her children's photos on blankets and bed sheets to build a more loving bedroom environment. This has never occurred to Samatha before and she find this is such a good idea.

Inspired by that, Samatha begins to look for company providing such service. After a while of browsing online, Samatha found this website called "Collage", a website of customizing gifts by printing photos uploaded by users on various products including canvases, blankets, calenders and so on. She clicked on the "start new project" button in the home page and got redirected to the customizing page. Then, she chose the area rugs to customize. Her option for putting photos on the rug can be one single image or multiple images collaging on the rug. She then chose the single photo print option. The following interaction for editing the photo was not very hard for her. She then finished all the customization and checked out. However, a week later, she got the product and was disappointed that it did not match her initial visualization.

COLLAGE.COM

### Scenario 3:

# KEVIN MILLER



## SCENARIO

Kevin has always been busy with his research work since he was promoted to be an associate professor and headed to his tenure position. With his efforts and hard work, a lot of progress has been made in his career. He is now enjoying reputation in his field of study. However, those are not free at all. In some way, he exchanged all his fame with both his sweat and his time with family.

He realized that he did not spend enough time with his son and was not a caring father. To improve this situation, he decides to change from this incoming six-year old birthday for his son. Normally, he bought birthday gifts for his son with "education" meaning, such as books and scientific toys. This time, he wants to try something different.

After some consideration, he decided to buy his son something which can strengthen their connection. After talking to his wife, he learned that his son really values photos of him and his father especially since Kevin is not a fan of having his picture taken. Based on that, Kevin decided to customize a gift with the photo of himself and his son. After searching online, he found Collage, the gift customizing website. After some selection, he decided on customizing a calendar for his son. As an expert in computer science, the interaction process of customizing is very easy for him. The gift arrived five days after his order. And on the day of his son's birthday, his son was thrilled when he got this gift from his father.

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## Appendix C: Interview Script

### User Interview Questions:

- Demographics:
  - Age:
  - Gender:
  - Occupation:
  - If you have any children, how many?
- Online shopping habits and experience:
  - How often have you shopped online the past month?
  - What types of products do you usually buy online?
- Customized product experience:
  - Have you ever bought a customized product before? If so, could describe what products and what the process was like?
  - Have you received customized products before?
  - If you were to receive a customized product before, what type of product would you like?
  - Do you have any experience with product customization websites?
  - Would you be interested in creating customized products?
  - What is your attitude toward customized products?
- Photo sharing
  - How do you usually share photos with friends and relatives?
- Gift giving
  - What types of gifts do you usually give to other people?

## Appendix D: Interview Notes

### Stakeholder Interview:

- **What is the problem you want us to look at?**
  - Users want to create products using a single image, which is something the company did not anticipate
    - Problems when using a single image:
      - Aspect ratio is off
      - Things in the photo get cut off
      - Hard to resize the image
      - If an image gets resized or centered, a background color is used to fill in the remaining space, which some users do not want
    - Their primary concern is how to guide users who want to create products using a single image and improve the user experience for them
      - also need to be able to express how the actual product will look like
- **What is your target audience?**
  - Middle age women, 30-60 years old
  - Moms
  - People who know how to use a computer (most of them)
  - Americans
  - People who like create personalized gifts
- **What are your competitors?**
  - Snapfish
  - Shutterfly
  - Zazzle
- **What have your past surveys revealed about your usability problem?**

- People wish they had more control over their photo arrangement
  - “Couldn’t do exactly what they wanted”
- Confusion over warnings
  - Things get cut off that they didn’t expect
- **Any other areas you want to improve?**
  - Market
    - Don’t want to push expanding the market until users are satisfied with being able to do the basics
    - Have thought about allowing people to use art or designs in the public domain
      - Would require better functionality
    - Adding more products

## **User Interview 1:**

### Demographics:

- Age: 38
- Gender: Male
- Occupation: Professor
- Married, has one child

#### **1. How often have you shopped online in the past month?**

- a. In last two weeks: once, to buy an airline ticket; in last one month: still once usually does online shopping once/twice a month

#### **2. Have you ever bought a customized product before? If so, could you describe what products and what the process was like?**

- a. have considered buying some customized gift before, but not recently. It is an Amazon-like website, first of all he went through the products, there were mugs, T-shirts, books, etc. Then I selected the item, uploaded a photo or chose one from their library, added some texts and supplied card information. He didn’t choose to buy it at the end, because the product itself wasn’t well made.

#### **3. What products do you usually buy when shopping online?**

- a. usually books

#### **4. What products do you like to gift to other people?**

- a. food in general(chocolate)

#### **5. What do you consider when giving gifts to others?**

- a. appropriate price (either high quality or meaningful)

#### **6. Do you like giving memorial gifts?**

- a. not a big fan of doing so. If needed, he would choose humorous ones rather than items merely to match others’ hobbies, since he is not the expert while the receiver might be and he has no idea whether the item he chooses has been owned by the receiver.

#### **7. Do you have special gift considerations when it comes to family members?**

- a. It depends. His mom like bridges (not sure whether I heard this part clearly. please correct me if I’m wrong), so he would give bridge-related items(like cards) as gifts.

## **User Interview 2:**

### Demographics:

- Age: 21
- Gender: Female
- Occupation: undergraduate student
- Single

- 1. How often have you shopped online in the past month?**
  - a. often shop online, having amazon prime. couple of times a month.
- 2. Have you ever bought a customized product before? If so, could you describe what products and what the process was like?**
  - a. had buy and make a customized product from meijer's website before.
  - b. (she mentioned that meijer/walgreen provides this customized product service)
- 3. What kind of gifts do you receive from others? Have any of them been customized?**
  - a. Usually will receive money as a gift from family; will receive poster, watch from friends
  - b. have received a customized calendar from friend.
- 4. Do you have any previous experience with editing software?**
  - a. she will use photo editing software to edit photos, she doesn't like to edit photos on the browser. she will upload the photos after finishing editing it on the software.
- 5. If you were to create and order a customized product, what types of products would you make?**
  - a. she doesn't like to put self image on the product (ex. mug, blanket etc.). But she thinks that maybe parents will like to it.
- 6. Do you have any experience with photo / product customization websites?**
  - a. she has a negative experience when printing out photos from the meijer. The photos she printed out is not the same as she expected. because the quality will be influenced by the size or resolution. She thinks that the website should give clear instruction of how to upload, and what it will be look like after printing out.
- 7. What is your personal attitude toward customized products?**
  - a. this kind of customized product maybe can only do once, you can't give same things to family every year.

## **User Interview 3:**

### Demographics:

- Age: 28
- Gender: Female
- Occupation: master's student
- Single

1. **Have you ever bought a customized product or used customized website before? If so, could you describe what products and what the process was like?**
  - a. Have used similar website before (Tint Tint in Taiwan), recently is using
  - b. Shutterfly to make a photo book. But she is not very familiar with Shutterfly, she pointed out that the different version of Shutterfly (mobile and website) cannot use the same account to edit.
  - c. She will use mobile to edit the photos.
2. **What kind of gifts do you make for others?**
  - a. She usually makes customized photo books to family and boyfriend, such as photo albums, calendar.
3. **Have you encounter any difficulty while using customized website?**
  - a. The difficulty she faced while using Shutterfly: many limitations such as few styles to choose, layout options, decoration options, and text. (she said maybe it is because she is not familiar with Shutterfly yet); while editing, she cannot overview or preview all the photos she added in.
  - b. She hasn't experience the cropping problem.
4. **What do you think is the most important function to you?**
  - a. She thinks that edit function(not only edit the photos, but some decorations or style options) is important to her.

#### **User Interview 4:**

Demographics:

- Age: 37
- Gender: Female
- Occupation: Master Student
- Married, has kids

1. **How often have you shopped online in the past month?**
  - a. often shop online, primarily on Amazon, last time is 3 days ago. for herself, she won't buy shoes online(she would like to try them), but clothes are fine. She does a lot of online shopping for kids stuff, as well as books, jewelry, phonecase, bath & body works.
2. **Have you ever bought a customized product before? If so, could you describe what products and what the process was like?**
  - a. once, 5 years ago. It was a mug to her mother as a birthday gift. She did it on shutterfly: chose mug(color & shape) -> upload photo -> edit(crop) -> pay for it.
  - b. She found shutterfly by google keyword "customize gift". The first website in the result list had pop-out advertisement, which made her turn to the second one, Shutterfly, and she was satisfied with the purchase process.
3. **Have you received customized products before?**

- a. a cup from her niece, who graduated and printed her ceremony photo on cups as gifts.
- 4. If you were to create and order a customized product, what types of products would you make?**
  - a. mugs & cups
- 5. Do you have any experience with photo / product customization websites?**
  - a. Shutterfly, as is described in Q2.
- 6. How do you share photos with your friends or relatives?**
  - a. online: instagram, facebook

### **User Interview 5:**

#### Demographics

- Age: 32
  - Gender: Female
  - Occupation: Doctoral student, researcher
  - Has 1 child (3.5 months old)
- 1. Have you shopped online before?**
    - a. Yes
  - 2. How often have you shopped online in the last month?**
    - a. at least once a week (at least 4 times a month)
  - 3. What do you usually buy online?**
    - a. Books, baby stuff
  - 4. Have you ever bought any customized products before? Could you describe what, where, and how?**
    - a. Yes, bought a customized pacifier clip on Etsy
    - b. Customized the baby clip with her baby's name on it
    - c. First she went to Target and thought all their clips were ugly, so she went to etsy to find cuter ones
    - d. Went for personalization because it was only a few dollars more and she wanted it personalized so it wouldn't get easily lost
  - 5. Have you received customized products before?**
    - a. Baby blanket with baby's name and birthday embroidered
  - 6. How do you share photos with friends and relatives?**
    - a. Does not share baby photos on social media, will send through emails
    - b. Will share photos of her husband and herself on social media
  - 7. If you were to receive a customized product, what products would you like?**
    - a. Blanket - seems like a special product
    - b. Cups - with a photo would be nice
    - c. Anything that celebrates milestones (baby's first steps, first words)
    - d. Prefers text-based customization, might add a photo or two
  - 8. Would you be interested in creating customized gifts yourself?**
    - a. Would be interested, only if it's really fast and easy. If it takes more than one minute, she would not have time to do it and she feels most moms would feel the same way

### **User Interview 6:**

Demographics:

- Age: 36
- Gender: Female
- Occupation: master's student
- Married, has one child

- 1. How often have you shopped online the last month?**
  - a. 6-7 times
- 2. What do you usually buy online?**
  - a. Generic stuff
- 3. Have you ever bought any customized products before?**
  - a. yes - for the kitchen
  - b. has used etsy
- 4. How do you share photos with friends/families?**
  - a. usually just online through email
  - b. some of her friends / relatives appreciate physical pictures though
- 5. If you were to receive a customized product, what product would you like?**
  - a. Something well though
- 6. Would you be interested in customizing products?**
  - a. Yes, as long as the site looked professional and the final product looks well-made
  - b. Would love to send customized photo collages or picture frames to relatives
- 7. Have you used customization websites before?**
  - a. Has tried to before.
  - b. Looked at shutterfly - it seemed too complex and time consuming. Was concerned with the final results; The products don't seem very unique