

Interview Questions

DEMOGRAPHICS

What is your gender?

P1	Male
P2	Female
P3	Male
P4	Female
P5	Male
P6	Female

What is your age?

P1	22
P2	55
P3	51
P4	52
P5	55
P6	38

What is your ethnicity?

P1	White/Caucasian
P2	White/Caucasian
P3	White/Caucasian
P4	White/Caucasian
P5	White/Caucasian
P6	Arabic/Moroccan

Where do you currently live?

P1	Massachusetts
P2	Massachusetts
P3	Arizona
P4	Arizona
P5	Arizona
P6	Arizona

What is your highest level of education?

P1	Bachelors
P2	One year of college
P3	Bachelors
P4	Bachelors
P5	Bachelors
P6	Masters

What is your occupation?

P1	Project Development Intern
P2	Accounting
P3	Business Executive
P4	UX Manager
P5	Home Builder
P6	Homemaker

What is your marital status?

P1	Single
P2	Married

P3	In-Relationship
P4	In-Relationship
P5	Married
P6	Married

If you have kids, how many?

P1	0
P2	2 kids, 3 step kids
P3	2 kids, 2 step kids
P4	2 kids, 2 step kids
P5	2 kids
P6	2 step kids

On a scale of 1 to 5 how tech savvy are you? (Poor, Fair, Good, Great, Expert)

P1	4
P2	1
P3	5
P4	3
P5	4
P6	3

INTRO

What does a typical weekday look like for you?

P1	I wake up early in the morning, I get ready for work, I take the bus to work, I have a typical 9-5 work day, and then I take the bus home, and I eat dinner, work out and get ready for bed.
P2	Work, cook, clean, slave

P3	I get up, make coffee, I shower, and I get on zoom calls all day
P4	I wake up, I shower, I get dressed, I take some calls from home, I grab my shake, and then I go to the office and work there until 5 ish, then I drive home and we cook or go out to eat and then we go to bed.
P5	I usually wake up by 6, then I check the news, have a cup of coffee, I go to get breakfast, and then I work and go to the gym, have dinner and then chill out and watch TV
P6	I wake up at 6, going to breakfast, doing taxes, taking alot of calls for work, going shopping, and then go working out either once or twice a day, have dinner and then chill out and watch TV

How many days a week do you go shopping, including online-shopping?

P1	3-4 days a week
P2	1-2 days a week
P3	3 days a week
P4	3 days a week
P5	0 days a week
P6	5-6 times a week

Tell me about your shopping habits? (Do you look up a stores information before going to a store, or buy online?)

P1	When I buy online I usually have something already in mind that I am looking to buy. If I am going to a store in person I usually go for products that I want to see in person and have a physical experience like to try it on or just to see if it's the same as the description and how it looks online.
P2	I go grocery shopping once a week with a list, buy a lot of stuff on amazon once a week, I research stuff if it's a big purchase online.
P3	I am an impulse buyer both in person and with online shopping
P4	I do a lot of surfing and looking online, if i see something that's too expensive but you really like it you do research online and try to find it cheaper somewhere else

P5	I don't do online shopping because I am a tall guy and typically I have to try on things. So if there was something like a tuck and fit so I can take a picture of my closet and they fit. I do not like to shop in stores because everything in the store is either XL or L and the only thing that's made for tall guys is unfashionable. So if there is an online store that has tailor fit things then I would shop online. I need customized things
P6	I like to go to the store because I like to see the product before buying, but if i know the product then I will buy online

Tell me about your latest shopping experience? (Did it start online? Did you start by walking into a store? Or researching)

P1	I saw an ad on instagram for jewelry and I checked it out online and I really liked what I was looking at and the prices seemed fair to me so I ordered them online and had them shipped to me. I was generally happy with what I got.
P2	When I ordered a bag of cat food online and then went to the store to grab it.
P3	I went into the store for something very specific, I tried looking for someone to help me, I got frustrated and so I looked on their website.
P4	I just went shopping for paint, I researched online what I wanted and then I called to see what stores carried that, and then I drove down to that store and I got samples, paid for them, came home to try them out, and tomorrow I will go back to buy the one I liked most.
P5	I go in, I start to look around, I put something on, there are too many people, it doesn't fit, I do not like crowds and I get frustrated and so I don't go.
P6	I went to sephora to get hair oil, went to the register paid and then went out. I mostly re-buy products that I have already purchased

What are some of the websites you use the most?

P1	Zara
P2	Amazon
P3	Amazon, facebook marketplace
P4	Amazon, Anthropology, Potterybarn, Nordstrom
P5	Quwant (Search Engine *does not track or sell your personal info)

P6	Sephora, Lululemon, alo
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TOPIC

How often do you buy desserts?

P1	A couple times a week
P2	Once a week
P3	Rarely
P4	Twice a week
P5	Rarely (once a month)
P6	Once a month

What are your favorite types of desserts?

P1	Pastries
P2	Pastries, cookies, cakes, pies
P3	Pie, cookies
P4	Chocolate
P5	Chocolate lava cake, key lime pie
P6	Tiramisu, lava cake, creme brulee

Where do you shop for event cakes? (Birthdays etc.)

P1	I haven't before but if I were to I would look for a local place online or go to the grocery store.
P2	A bakery, we have used Dutch Kitchen and Hannaford's grocery store, Market Basket

P3	I go to the grocery store to buy a cake but if I am looking for something specific I go to Little T's. Piefection is also another place I like to go to buy pies
P4	AJ's fine foods, Chompies, Little T's, Bundt Cakes, Icing on the Cake, Barbs Bakery, Carvel, Piefection
P5	Nowhere
P6	The last one I did was going to 21Cakes but normally I don't

Tell me about the last time you tried to buy a dessert. How did you go about it?

P1	I was at a pastry shop and I was drawn to it by the display and the selection. I walked over, browsed the options and picked out what I thought looked good.
P2	We ordered a graduation cake online and we had to upload a photo. It was the second graduation cake because in the past we ordered one and it had both photos. They messed up
P3	I asked my girlfriend what dessert, she said pie, and so I asked her what place to go, and she said Piefection. So then I asked her to call and order what she wanted and I stopped to pick it up. Because I did not want to pick out of all the choices because she has a dairy allergy.
P4	I went to AJ's and got a brownie with frosting on it to bring home, I just went up to the bakery and asked for it
P5	We were at a restaurant for dinner, looked at a menu and ordered it for the table to share
P6	I looked at the menu, went to the counter to see the product, ordered it and then ate it. I like to see a visual before buying it

What did you like about the process? What did you dislike?

P1	I liked how everything was displayed and organized but I didn't like the way the line was set up because I had to wait a long time.
P2	I dislike that they ended up with two pictures on the same cake, I do not remember the process but I sent them a photo of my daughter and sent it through email, it was not directly through the website. It was a bit annoying.

P3	I like Piefection pies but I was frustrated that they didn't answer the phone so then I had to pick out something that was dairy free.
P4	I liked that I got my brownie, that it was simple, they had a system where you just grabbed a number and it was tasty. I disliked that there is always a long line.
P5	Dinner tasted good, but when you went to google maps and you looked at the photos, they had stuff pictured that they didn't serve or looked different than what I actually ordered. I dislike that you couldn't see what you were ordering. (E.g. the steak looked juicy and thick in the picture and when it came it was thin and did not look as good). I liked that at Ruth's Chris everything looked like it was handmade and wasn't taken out of a package. I do not like things that look like they are processed. I want it to be a family recipe that is unique and handmade.
P6	It was quick, nothing bad to say.

What information would you look for when visiting a bakery website?

P1	I would look for how easy it would be to get the cake, if it could be delivered or if I need to pick it up somewhere. How accessible it would be if I purchased something. I would also look at pricing of their baked goods. I would just start browsing their selection of their baked goods and look at reviews from other people who have bought from them.
P2	I would want to see pictures of all the different styles and types of cakes as well as pricing. As well as descriptions of what they are and the different sizes or how many people it feeds.
P3	I have no idea
P4	Ingredients, types of desserts, allergens, flavors, cuteness, uniqueness
P5	I look for photos of the food or desserts and would like to see them with dates that they took the photo. Current accurate photos of the food, because I want to order exactly what I see. I would rather see what you are actually going to get in the photos. Newest reviews
P6	Ingredients, the look of cakes and cupcakes, and cute character

What frustrations have you had when trying to purchase a desert item?

P1	The freshness of the cake when it is delivered. I hate that a lot of websites make you create an account before checking out, I just want to be able to enter my card information. I don't want to have to enter my email information.
P2	The one I wanted was not available.
P3	Answered previously
P4	Sometimes I do not get their earlier enough and so they are sold out or they don't have what I want anymore
P5	We just order desserts when it's at a high end place, because it needs to be worth the calories. I don't want to eat a dessert that was made in a factory. I want to eat something made with real ingredients (real sugar, heavy cream).
P6	None

What are some things that are important to you when purchasing a dessert or cake?

P1	Being able to trust the company and knowing that I receive what I pay for in terms of quality.
P2	Taste is very important, and price. So it's not too outrageously expensive
P3	The health factor, how sugary or sweet or healthy it is, and how much it costs.
P4	Natural ingredients, uniqueness, taste
P5	Same as the answer above
P6	Taste

What would increase your trust in that company?

P1	I would say a well designed website, if they take the time to make a good website then I feel better about purchasing from them as well as reading reviews.
P2	I would have to say consistent good quality, and word of mouth and a low cost
P3	Products that are fresh and don't mold right away and that taste good with a low cost.
P4	If they were reliable, consistent, delicious, friendly, personability

P5	Knowing that it's homemade, they make their desserts in-house. Because you can see them making the desserts right there in front of you, nothing is frozen or pre-made.
P6	Knowing the ingredients and that it is handmade

What are some of your favorite bakery websites?

P1	I do not have any
P2	Buckleys
P3	I do not have any
P4	Barbs Bakery, Everything bundt cakes, Jenna Leurquin Patisserie
P5	I go in person normally but I do not go to websites typically because they only show you the commercial and not what you are actually going to get. I do not want to see photographs that are too well shot, I want them to look realistic. The star ratings do not mean much to me because a 4.1 is sometimes better than a 4.6. I feel like there is a lack of trust on websites.
P6	I do not shop online for cakes

What do you like about this website? What difficulties do you have using this website?

P1	N/A
P2	I like that they have pictures and pricing of everything, and I didn't really have any difficulties.
P3	N/A
P4	They are beautiful, she has baking classes, I can order online or get catering, just sometimes I do not know what they taste like. No difficulties
P5	N/A
P6	N/A

How often do you buy cakes?

P1	1-2 times a year
P2	1-2 times a year
P3	0 times a year
P4	4-6 times a year
P5	0-1 time a year
P6	0-1 time a year

Have you shopped for custom cakes before?

P1	No
P2	Yes
P3	Yes
P4	Yes
P5	Yes (but a very long time ago)
P6	Yes (but a very long time ago)

What is your cake knowledge on a scale from 1 to 5? (Poor, Fair, Good, Great, Excellent)

P1	2
P2	3
P3	1
P4	4
P5	3
P6	3

Do you bake?

P1	Sometimes
P2	Yes
P3	No
P4	Yes
P5	No
P6	Sometimes

When would you choose to purchase a cake versus making your own?

P1	When its for an extra special occasion and I want them to do a good job at it I will purchase a cake
P2	I like to make my own cakes but when its a special occasion then I will buy one because I want it to look professional
P3	Every single time
P4	For a big event, when I do not have time
P5	Always purchase, because its easier and I want to save time
P6	Always purchse

This concludes my questions, is there anything else you would like to share that I might not have touched on?

P1	I always appreciate or think it's nice to see an about us tab to learn more about the company and their values and all that sort of stuff.
P2	One thing that I thought was pretty cool when I ordered food online is that it will tell you that they received the order, and when it's ready for pick up, and see if someone has picked it up. I don't like it when companies don't have their own website and they use some other website for their online ordering.
P3	I don't think so
P4	I don't think so
P5	I don't think so

P6	I don't think so
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