User Interview Script

Research Questions

1. How often do users receive unwanted items as gifts?
2. What do these users currently do with these unwanted items?
3. What stands in the way of them listing all these items on sites like eBay or taking them to a charity shop?
4. What key features would users need from Nifty Gifty in order to load their items and browse the marketplace?
5. What do users enjoy/not enjoy about using apps like eBay and Gumtree? Are there any frustrations they encounter that block them from listing items for sale or browsing for products?
6. How do similar apps go about verifying the identify of their users and policing the platform to ensure fair behaviour?

Opening Script

Hi and thank you for agreeing to offering your time. I'm currently conducting research into people's experiences of receiving gifts from loved ones. I'll be delving into your experiences of giving and receiving presents and will be asking questions based on this as well as your experiences with services such as eBay/Gumtree if applicable.

Would you mind my recording this interview? This means I can be fully present during our conversation before I listen back to your answers later.

Shall we begin?

Questions

General

1. When was the last time you received a present from a loved one?
2. Can you tell me about the experience?
3. What about the last time you gave someone else a present? (follow up questions below)
   - What was your inspiration behind the idea for this present?
   - Did you know they wanted this item or did you make an educated guess?

Personal Experiences

1. Can you recall a time when you received a present that you had no use for? (give prompts if users are struggling, e.g. a jumper of the wrong size, a blender you have no use for because you never cook etc.)
2. How often does this happen?
3. What did you end up doing with this present?

eBay/Gumtree

1. (Depending on the answer to question 3) Have you ever considered using a site like eBay or Gumtree to sell any of these unwanted presents?

   If yes
   1. Can you tell me about your experience on this service?
   2. What are your thoughts on the buying and selling process? Do you find it easy/difficult? Why?
   3. Are there any frustrations you've experienced?

   If no
   1. Could you tell me why?
   2. What would you need to see from apps like these in order for you to use them and therefore rid your room/house of clutter?

Wrap up

1. How would you feel about using a smartphone app where, in addition to buying second-hand items, you could propose a 'swap' of items with another user?

2. To use a service such as this, what features or services would you need to see to use this app again?