

Lord and Villa Bakery

Interview Script

06.17.18

Introduction

Hi there, My name is Meg, and I'm a UX designer gathering information about a project that I am working on. Would you be open to answer a few questions for me? It should only take a few minutes of your time.

- *Assuming the answer is yes*

Great! Thank you! If you don't mind, I'd love to create an audio recording of our conversation so that we won't be interrupted by my constant note-taking.

By the way, there are no write to wrong answers, so please be candid with your responses.

Awesome! Well, can you tell me a little about yourself?

- A. Name
- B. Age
- C. Occupation
- D. Where do you live

Interview Question

Lord & Villa Bakery Experience (AKA Lord Bakery)

1. How often do you shop from here?
2. Tell me about your last purchase experience?
3. What makes Lord & Villa Special for you?
4. What are your favorite items here?

Other Local Bakeries

5. Do you go to other bakeries in Glendale too? If yes, which ones?
6. What are your expectations for the bakery you shop often?
7. Tell me about the last time you shopped at your local bakery and it did not have what you were looking for.
8. Is there anything you feel other bakeries do better or worse than Lord Bakery?
9. Have you ever ordered something from a local bakery and had it delivered to you?
If so,
 - Can you describe the process?
10. Do you use social media?
 - What do you use them for?
11. How often do you celebrate special occasions?
 - Do you order a special cake, sweets or pastries?

Orders for Special Occasions

12. Can you walk me through experience of ordering and buying it, to the best of your recollection?
 - optional prompt: did you order by phone, in person, online?

13. How often do you use the website (of the company/shop) to book an appointment or order food?

14. Have you ever ordered a special cake, cupcakes or other items from Lord Bakery?

If so:

- Can you describe the process of that experience, with as much detail as you can remember?
- optional prompts: How did you find out what options are available for the custom orders? How did you place the order (phone, in person, email)?

If not:

- Would you consider doing so in the future?

Last question

Can I buy you a coffee or a pastry? Which one would you like?

Thank you for your time!