

	when is the last time you purchased clothes on line?	what online clothing store?	how'd you decide on the size?	Did you create an account?	Save CC info?	so tell me about your shopping process from that last time. Did you know what you wanted to buy?	what do you look for in a shirt in general? color? style? cut?	How long did it take?	What do you like or not like about the experience compared to shopping in store?	are you the type of shopper that likes to take his time or the one that likes to shop quick and get it done?
User 1	hmm not since like october-ish i don't think i've really done it since school	gap	i've tried gap shirts before and i knew what size i was	nope i never sign up for online accounts unless i have to, i don't like giving out my email and i can never keep track of them	n/a	kind of i knew i wanted a new shirt so i just browsed a little	color and style	to browse i'd guess like 20 minutes maybe less i'm bad with time	i think i like in store better because i don't like waiting to get stuff i buy or rather i'd prefer to get it immediately / i can do it from my couch and there's more selection i think at least i don't have to worry about sizes being not in stock	quick and get it done
User 2	for secret santia in dec	forever21	she told me but she also asked me to keep the receipt in case the size wasnt right	i had to make an account to login to their system so that i can track it in the mail in case it got lost or delayed or something me: ok	no	i think i searched for the name of the item i selected the item then the size then selected check out then i guess i put in my debit card info	n/a	10 min i also took a screen shot of the confirmation screen in addition to getting the confirmation email, i don't shop online very often.. but i would say purchasing smthing in 10 min is pretty quick	dont shop for myself online unless i tried something on at the store and then decide to buy it online later / i also like shopping by myself since i dont have to worry about ppl waiting for me or vice versa. but if i'm going with a friend it's more casual/social shopping	in real life i like to scope out things, compare prices, and different things at different stores before i buy something
User 3	1.5 years ago	Martin + Oso	Bought multiple sizes and returned the ones that did not fit	yes	no used a virtual cc with a short expiration so saving it wouldn't have made sense	learned of a sale, wanted a shirt, pants, and sweaters bought a shirt, pant, and sweaters	all of the above.	1 hour - this time it was painfully long	online shopping the pictures were deceiving / dislike: it's slow, can't try on clothes, have to make returns like: convenient, use of a virtual cc, available 24/7, can do it from home/ it'd be awesome, if i could type in my dimensions and have it virtually modeled that's what you should write a virtual model	quick
User 4	6 mo. ago	Victoria Secret	ummmm based on one that i had bought in the store, which is kind of cool because they are way more consistent in sizing than other stuff victorias secret	no i dont think i did, just had to do the stuff to make the purchase it seemed unnecessary like why would i want to create an account i dont use it that often	no	yes, i knew the style and shopped for the color	all, yeah they have charts and stuff to help with that but they are dumb	don't remember	I like the online stylefinder type of thing they had for swimsuits	but online i am one of those people that will worry that i accidentally checked a box wrong somewhere so i go back and double check over and overto make sure i selected the right size, color etc so that takes some time i'm the get it done quick person
User 5	the day after christmas	Banana Republic	mostly from experience with banana i always get small and medium	i created one when i bought the sweater	no i don't save cc online only paypal	i bought a half-zip fleece from Banana Republic, I got an e-mail from their website saying there' was a 50% sale then i visited their website checked out their catalog 10:50 PM saw a few sweaters checked the price for each decided on the black half-zip fleece since it was cheap, \$20 i think it looked alright 10:51 PM nothing fancy, just a normal looking BR it was my first time buying clothes outside of t-shirt online	n/a	20 min, including browsing the catalog and shit	in the store, at once glance, you can see most of the collection 10:58 PM like the cheapest/popular ones are here the clearance is there the new arrivals are here you can glance most of that within a minute then you decide to dig further by sithing through the racks and stuff 10:59 PM online, i can't do that everyrthign felt less cohesive ya, they separate everyrthign by categories (sweaters, shirts, pants, blah) 11:00 PM but i don't just look at pants or just look at sweaters sometimes	