

Walmart.ca

Marketplace Research

Interview Guide

February 27, 2017

V5

Introduction

Thank you for your time today. My name is _____ and I work for a digital marketing firm called Razorfish that designs and builds web and mobile experiences that help people shop, bank, etc.

We invited you to here today to get a better understanding of how you shop online.

We know that [name] explained the details of this session to you over the phone but we thought we would remind you of a few things.

Because the screens you will be seeing today are working prototypes, some of the features/functionality will not be working. However feel free to click around and explore and talk out loud of what you think will happen if the link/icon/feature did work. You may or may not be too familiar with some of the labeling on the screen but we will guide you through the test. We also want to make it clear that we are testing the site and not you. You can't do anything wrong here – please don't worry about making mistakes.

Your privacy is very important to us, so the things you tell us here today won't be used for any other project or study.

This session today is scheduled for 45 minutes, and this session will be recorded to make sure we've got everything, and we may have a few people on our research team listening in to help gather the feedback and take notes. No recordings will be shown to the public.

Do you have any questions or concerns about any of this?

*** BEGIN RECORDING THE SESSION NOW ***

Icebreaker & Setup

Let's start by talking about how you shop online.

What's your favourite thing about shopping online?

What is your least favourite thing?

Product Assortment at Walmart

1. Tell me about your last order from Walmart. Are there any items that you regularly buy from Walmart online? Are there any items that you won't buy from Walmart?
2. How satisfied are you with the types of items available to purchase on the Walmart site? Please choose one of the following:

- a. Walmart has all the items I'm looking for.
 - b. Walmart has some of the items I'm looking for.
 - c. Walmart doesn't have most of the items I'm looking for.
3. *[If the participant answers b or c] What items do you wish you could order online from Walmart?*
 4. I'm going to list a few different brands. After each one, please tell me if you think it's available at Walmart or not. If they had it, would you buy it from Walmart? Why or why not? If you haven't heard of the brand, let me know.

Brands:

- Vitamix
- Maytag
- Nespresso
- Bose
- Kiehls
- Nike
- OshKosh
- Graco

Planning to Shop

1. Do you have a favourite store or brand? How do you find out about their promotions and new product releases? *[How do people find out when a store or brand they like introduces something new? Do people actively follow brands? Do they follow online through social media, email campaigns, blogs? Or regularly visit in-store?]*
2. Imagine that you're interested in buying a new coffee maker. How do you shop for small appliances? *[Go-to/favourite stores for specific items? Price comparisons? Research online and buy in-store? Research in-store and buy online?]*

[During the Test – Touchpoint will Vary]

[On the touchpoint – Shelf, PIP, Cart or Checkout – where the participant realizes that the coffee maker is coming from a third-party seller]

1. Was this the right time for you find out that the Nespresso coffee maker wasn't fulfilled by Walmart? If it was, why? If it wasn't, when would you like to find out this information?
2. Based on what you've seen, are you still interested in purchasing this coffee maker? Why or why not?

[Capture if the participant mentions seller reviews, seller ratings, concerns about shipping fees, duty fees or longer shipping times, return information and/or warranties]

At this point, I'm going to ask you to navigate to the following site prototype. Please open a web browser on your phone and type in the following URL, which I'll paste into the chat window.

(Pickup Eligible)

- <https://razorfish-east.invisionapp.com/share/G6AMQW9KY>
- <http://bit.ly/2mFHI6K>

Use the password: test1234

Shelf

[Show the participant a comp of a Shelf page for coffee makers. This version of Shelf will be enhanced with the following Marketplace content:

- *Coffee makers sold by both Walmart & third party sellers*
 - *Brands include Hamilton Beach, Keurig, Nespresso, Black & Decker and Oster*
 - *Nespresso coffee makers fulfilled by Nespresso Canada*
 - *All other coffee markets fulfilled by Walmart Canada*
 - *A filter in the right rail to filter items by seller]*
1. Take a look at this page. What information would make you decide to look at a coffeemaker in more detail? *[Will participants realize that some of the coffeemakers are from third party sellers?]*

PIP

[Show the participant a comp of a PIP page for a Nespresso coffee machine. This version of PIP will be enhanced with the following Marketplace-related content:

- *Nespresso coffee machine is sold and shipped by Nespresso Canada*
 - *Link to learn more about Nespresso Canada*
 - *Two different fulfilment options: free pickup at a Walmart store or \$9.99 for delivery to home.*
 - *Two different versions of PIP: collapsed and expanded states of the fulfilment section*
1. Imagine you're interested in buying this coffee maker from Nespresso. What information would help you decide to purchase this particular product? *[Note the factors the participant identifies: Item price? Shipping fee? Availability? Product reviews?]*

2. Tell me how you think you could get this item. *[Do participants notice that the coffee maker is a Marketplace item? When do they notice seller information?]*
3. Imagine that you decide to buy the coffee maker and add it to your cart. What would you do next? *[To understand if people are interested in buying items from Marketplace and Walmart in the same order.]*

Cart

[Show the participant a comp of a cart page. This version of the cart will be enhanced with the following Marketplace-related content:

- *Cart contains GM items fulfilled by Walmart and Nespresso coffee maker fulfilled by Nespresso Canada.*
 - *Section for ‘Standard Walmart order’ includes Nespresso pods, laundry detergent pods, peanut butter and batteries)*
 - *Section for ‘Sold & Shipped by Nespresso Canada’ includes Nespresso coffee maker.*
 - *Threshold met. GM threshold bar shows “Your order qualifies for free shipping.”*
 - *Moneybox includes subtotal, Walmart shipping fee, Nespresso Canada Shipping fee, HST and estimated total*
1. Imagine that after you added the coffee maker to your cart, you decided to stock up on some pantry items. You added a toilet brush cleaner and some Nespresso coffee pods to your cart. Have a look at this page. What are your first impressions? If you were really about to purchase these items, what would you do next? At this point, what’s going through your mind? *[Barriers to checkout]*
 2. *[If the participant brings up fulfilment]* How would you like to receive the items in your shopping cart? Would you prefer delivery or pickup?

Scenario 1: Checkout; Eligible for Pickup

[4/8 participants will be shown this version of checkout, where the order is eligible for pickup at a Walmart store. Page will be enhanced with the following Marketplace-related content:

- *Page will load open to Step 2: Shipping – Pickup Tab*
- *Both the GM items and Marketplace item will default to pickup at a Walmart store in Toronto*
- *Pickup will be free for both the GM items and the Marketplace item*
- *Estimated pickup dates will be different for GM items and Marketplace item*
- *Moneybox includes subtotal, Walmart shipping fee, Nespresso Canada Shipping fee, HST and order total]*

1. Please give me your first impressions and walk me through what you're seeing on the page. Where do you think you are in the checkout process?
2. Tell me how and when you think you'll get the items in your order. *[Prompt for expectations around fulfilment. Do people expect to get all of their items at the same time? And to the same place?]*
3. Are there any other ways for you to get the items in your order? If you clicked on the delivery tab, what would you expect to happen? *[Is the participant interested in delivery?]*
4. How much will pickup cost for your order?
5. What if you wanted to pick up your order at a different store? How would you change that?
6. Would you continue checking out at this point? Why or why not?

Post-Purchase

1. Imagine that you never received your shipment from Nespresso Canada. What would you do? *[Probe for expectations of Walmart. How much do customers expect Walmart to protect their Marketplace purchases?]*
2. Imagine that you received your coffee maker promptly in the mail. Three months later, it breaks and no longer brews coffee. What would you do? *[Probe for expectations surrounding returns. How do customers expect to return a Marketplace item?]*

Wrap Up

1. What did you think of this experience? Would you do it again?
2. Is there any advice would you give to Walmart, based on what you've seen today?