Sr No.	Profession	Age	1] Which option do you prefer more, login via email/ contact no or google account?	2] what do you first want to see on homepage, or what do you usually look for on homepage?	3] What is the first thing that you do on visiting a e-commerce website?	4] what are the things that you expect to be on a product page?	5] What are the products that you shop more frequenty? tshirt/shirt/jeans/ shorts or any other	6] Rank among the filter option that you use the most? color/size/ price or any other	7] When you hover over a product, which option do you like more, a quick view or direct product page?	8] Which option do you use more, add to cart or buy now?	9] which option do you prefer more, relevant products or recommended products?	10] Which products do you buy more, discounted products or from fresh stock without any discount?	11] Which is your favourite e-commerce website? why? Tell us something unique about it	12] Anything that you like or dislike about most website?	13] What additional feature that an e-commerce website should add to increase your experience?	14] Suggestion to improve your experience
1	Namratha	Frontend Developer	22	Google account	things i would like to shop and reccomend accordingly. discounted prods. Something like netflix and spotify reccomendation.	1.check new arrivals. 2.discounted ads on homepage 3. Then click on normal category page for the product she came on the website	material description other than price and other such details.	western tops	price	product page	confused	relevant	fresh arrivals with discount	clubfactory. their collection	likes: dislikes: Quality of the delivered products	need to think	different products. on time delivery or before time.
2	Viny	Student	20	Email	- Navigate to product that like to buy	- Discounted price products	- price, color, size	- shoe, sandlas	price, color, size	product page	add to cart	relevant products	discounted products	Shein Likes- Good collection, proper fitting, more color option, relevant products . Dislikes- high price, overrated	-	a virtual trial room	good delivery
3	Roshni	Student	21	Mobile number	variety of clothes & other products other than clothes	- look for products - discount vouchers/offers	fabric, size, size chart, price, model wearing product size	bottomwear, onepiece	price, size, color	Quick view	Add to cart	relevant products	fresh stock	myntra Likes- variety of products, price range, good quality Dislikes- too much time to deliver, 7-10 days to refund money	-	customized tops	celebrity style clothing
4	Piyush	Senior developer at RedHat	25	Email	Offers	Search the product i want to purchase, or check trending deals	Price, reviews, ratings, delivery time, seller, photos, product, full description	Anything	price>brand>size>colour	quick view	add to cart	nothing	whichever looks good	Amazon – i feel that the product will be genuine and have better delivery service. Also i like the customer service of amazon	Dislike - Recommendations	Check and pay later option should be there, currently it has pay and return but try and pay should be better	Always best price, customer should not wait for sale, offer or deal
5	Mani Bansal	Employee at ONGC	24	Contact number	Offers if any	Look for the search icon	Specifications, Reviews, Comparison list with other brands	Shirts/Formals	Price / Size / colour	Quick view	Add to cart as to be sure that the right product is in the cart.	Relevant products or most bought products	Discounted	Paytm. It shows both the discounted price and an addition of cashback in wallet.	Dislike - Unwanted ads	Images of people sharing as to how the product looks in reality	No of Queries received and queries solved by customer care/ services and the time it took. This would encourage customers to know how quick the services are and how reliable it is to buy the...
6	Sahil Sharma	Research Scholar	21	Google account	offer, popular items	Search the product i want to purchase, or scroll through the website	Description, reviews, photos	Shoes/slippers	price>size	product page, both options together would be better	add to cart	nothing, if not nothing then relevant products	Discounted	Amazon - Delievery time, customer support, shopping exp is better due to color and ui of website	advertisements, should be cookie free	Improved search results	Customer support
7	Krinjal	Student & self-employed	21	google account	Offers	Search for a particular product	Size, similar products	tshirts	size.price.color.brand	quick view	add to cart	similar product	whichever i like	luluandsky & shein, there promotion strategy and they showcase people wearing their products that helps in gaining trust	Non standardized products, too much cluster of products(irrelevant products)	wishlist should be season wise not date wise	add colors in website(shein color changes season wise), filter option should be minimal, show items that matches with a particular product, you can use augmented reality to showcase how a product would look on you
8	Jhanvi	Home-tutor and employee	20	google account	Clothes & footwears	Use to search different types of products that satisfies my needs	Best hand bags Footwears And clothes	Shirts	Size	Direct product page	add to cart	relevsnt	both	Favourite: Nykaa Ajio SSS Reason: I get products over here which satisfy my requirements Unique : I always find something new and good quality product..and even it is so easy process to return the product if i want to.!	Nothing as such!	The ecommerce website which i use in that i don't think any features should be add.! I am satisfied with that!	
9	Rashmi	Consultant at Microsoft	31	Mobile + otp	Offers or campaigns	Look at offers	Size of model and what size are they wearing, material, fabric, colour, available sizes,size chart	T-shirts	color	quick view	add to cart	recommended	discounted	Myntra - Intuitive UI, user friendly, product quality is good, deliver what they claim	Filters should be implemented properly	Image based search for related products	Customer support should be good
10	Vamsi	UPSC aspirant	23	google account	offers	search for the content i want	fast delivery option	Shoes and t shirts	size price color	go inside and see	buy now	recommended	discounted products	amazon because he has a prime account and gets faster delivery basically he is too much concious about delivery	ui and color combination	direct human support	fast delivery, one click payment
11	Rushit Virani	Student	21	google account	offers	offers only	Specifications, ratings, reviews	tshirts	size price brand color	quickview	buynow	relevant	whichever i like	Amazon because trustable, dont like flipkart because they show fake prices of the product			