

CRC Interview Guide

Introduction

"Hi [], I'm Alexa, a design researcher, and I would love 30-45 minutes of your time to ask you a few questions.

We're conducting research to discover how people experience online ammunition purchases.

I ask that you be as honest with your responses, and please feel free to ask for clarification.

There are no right or wrong answers."

Background Questions

- What is your age?
- What do you do for a living?
- What is your gender?
- What is your ethnicity?
- What is the highest level of education you've received?
- What is your location?
- What is your relationship status?
- What is your current employment status?
- What is your political outlook?

General Identity Questions

- How do you usually purchase ammunition?
- If you use an online store, which do you use?
- Why did you choose to go with that company?
- What ammunition brand do you usually purchase from? Why do you use their ammunition?
- What is your experience with purchasing ammunition?
- What do you enjoy or not enjoy about any of these services?
- What do you enjoy or not enjoy about any of these products?

Specific Experience Questions

- Do you purchase ammunition in stores? Why?
- When was the last time you ordered ammunition online?
- What made your decision easy to order ammo?
- What have you liked about the overall experience?
- Do you ever recommend a certain brand over another? Why?
- What makes you gain trust with purchasing ammunition online?
- What problems do you face when ordering ammunition?
- What do you think could gain trust in your experience online?
- Could you walk me through what you do when you want to purchase ammunition online? Are there any options you would like to see from your product?
- What do you like or not like about the way the ordering process is set up and the brand can cater to your needs?
- How often do you buy ammunition?
- How does your purchasing experience retract you from ordering?
- What do you think an online shop could benefit from?
- Do you follow any firearm communities, groups on any other platforms? Why?
- Do you ever interact with other firearm owners by commenting or replying to posts?

Tell me about it.

- How do you feel about integrating platforms with social media or forums on the website, like CRC having commenting and posting?
- Are there any other ways you would like to interact with ordering ammunition online?

Closing/Debrief

Thank you for taking the time to talk with me!

If you have any further thoughts about your experiences,
please feel free to email me @ [].