

User 1

27 years old

Lives in Denver, CO

Works in Corporate law

Ben has biked his whole life, but has recently gotten into consistently biking as a means of exercise over the COVID-19 pandemic.

[Researcher] How often do you use a bike?

[User 1] At least twice a week, weather permitting.

[Researcher] Have you ever shopped for a bike or bike parts (online or in person)? If so, what did you get and how was that experience? Feel free to name multiple examples if you have them.

[User 1] Yes. In person only for tire tubes. Online for biking gear like gloves and helmets. Online was more difficult than in person only because of the bike shops bad online interface. Does that make sense?

[Researcher follow up] That does make sense! As a follow up to that, in what way were the online interfaces bad? I know you may not remember specifically, any amount of detail is helpful.

[Ben] The interface didn't allow me to use a gift card (or at least it wasn't obvious).

[Researcher] When you shop for bike equipment online or in store, do you typically know specifically what you're looking for?

[User 1] I typically know that I want a specific type of equipment, but don't know details about what brand I want. For example, I know I want a pair of gloves, but don't know what brand)

[Researcher] What is your favorite part about biking?

[User 1] Exploring new trails and views and trying to go further than before using those new trails

[Researcher] Is there any type of biking you don't currently know much about but want to explore? (mountain biking, long distance road biking etc.)

[User 1] Long distance road biking. The thing standing in my way is that I only have a trail/mountain bike.