

WFP Research Interview Script

Introduction

Hi, my name is Laura, thanks for taking the time to meet with me today. Just to let you know, your answers during this interview are purely for research purposes and will not be shared with anyone. Also, there are no right or wrong answers! We're just trying to gain insight into behaviors and experiences people have when using and buying fountain pens. Before we get started, do you have any questions for me?

Fountain Pens (General Questions)

- Do you have a favorite pen that you own? What is it like? Why is it your favorite?
- How many fountain pens do you own?
- When did you first start getting into using fountain pens?
- Why fountain pens? What do you like about them?
- What are your favorite brands? Why are they your favorite? Is there anything you dislike about them or wish they did better?

Purchasing Pens / The Shopping Experience

- Where do you purchase your pens?
- Do you ever purchase pens from online sources? If so, where?
 - Was it easy to buy online?
 - Was there anything you liked about shopping online?
 - Was there anything you found frustrating about shopping online?
 - Have you ever had a bad experience while online shopping?
 - Have you ever had a really good experience while online shopping?
- Do you ever purchase pens from local stores in your area? If so, where?
 - Was it easy to buy from a local store?
 - Was there anything you liked about shopping locally?
 - Was there anything you found frustrating about shopping locally?
 - Have you ever had a bad experience while shopping locally?
 - Have you ever had a really good experience while shopping locally?
- What sort of factors are important to you when buying pens?
 - How much do you care about price?
 - Do you prefer inexpensive pens, extremely expensive pens, or pens priced somewhere in the middle? Why?
 - How much does quality matter to you? How long do you expect your pens to last?
 - How much do specific brands matter to you? Do you usually buy the same brands? Or do you like to own different brands?
 - Are there any specific things about the way your pen is built that factors into what you buy? Things like materials used, type of nib, nib size, body diameter, or any other features you might care about that you can think of
- Are there any online sources you use to learn more or research fountain pens before buying?
- Are there any online sources you use to chat with other fountain pen enthusiasts?

Closing

OK, we're finished! Thanks again for your time, this was extremely helpful!