Interview Reference

Temu User Interview Guide

Hello, and thank you for participating in this interview. Before we begin, I would like to provide some information about the study and obtain your consent to participate. Please feel free to ask any questions at any point, and let me know if you're comfortable proceeding.

Purpose of the Study

As part of my UXD 0 class at DePaul University, we are conducting this research to understand how new and established users interact with Temu and gather insights to help improve its usability.

Voluntary Participation

Your participation in this study is entirely voluntary. You are free to withdraw at any time without any consequences. Your decision will not affect your relationship with Temu or DePaul University in any way.

Confidentiality

All information collected during this interview will be shared with my research team and the course professor and kept confidential. Your responses will be anonymized and reported in aggregate. Your name and identifying information will not be shared in public reports.

Recording and Usage

We will record this session for internal purposes only. The recordings will be used solely to analyze and improve Temu. They will not be shared with anyone outside the research team and the professor.

Duration and Format

The interview is expected to last approximately [X] minutes. During this time, we will ask you about your experiences, thoughts, and opinions regarding Temu's features, usability, and overall user experience.

Questions and Concerns

If you have any questions or concerns during the interview, please feel free to ask. If you decide at any point that you no longer wish to participate, just let me know, and we will stop the interview immediately.

Contact Information

If you have further questions after the interview or wish to follow up, please email or call me at [contact email/phone].

Consent

Continuing with this interview indicates that you understand the information provided and voluntarily consent to participate in this research study.

Before we begin, do you have any questions or concerns?

Thank you

Thank you. Let's get started.

General Experience

1. How often do you use Temu, and what are your primary reasons for using it?
2. Can you walk me through your typical process when using Temu? What do you usually do first?
3. What do you like most about using Temu? Why?
4. What do you like least about using Temu? Why?
5. Have you experienced any challenges or frustrations while using Temu? If so, can you describe them?

Usability Testing Questions

Task-Based Questions

1. **Task 1 Navigating to a Product on Web**
   - Can you try to find a [specific product category] on Temu? Please walk me through your steps.
   - How easy or difficult was it to find the product you were looking for?
   - Were there any parts of the process that you found confusing or unclear?
2. **Task 4 Searching for a Product Web**
   - Can you search for a specific product on Temu? Describe what you did and whether you found it.
   - Was the search result relevant and helpful? Were you able to filter or refine the search to narrow down options easily?
   - How would you improve the search functionality?
3. **Task 1 Navigating to a Product on Mobile while Signed In**
   - Can you try to find a [specific product category] on Temu? Please walk me through your steps.
   - How easy or difficult was it to find the product you were looking for?
   - Were there any parts of the process that you found confusing or unclear?
4. **Task 4 Searching for a Product on Mobile while Signed In**
   - Can you search for a specific product on Temu? Describe what you did and whether you found it.
   - Was the search result relevant and helpful? Were you able to filter or refine the search to narrow down options easily?
   - How would you improve the search functionality?

Observational and Feedback Questions

5. **Navigation**
   - How easy was it for you to navigate between different sections home page, categories, search, account settings?

- ○ Did you ever get lost or unsure of where to go next? If so, where?
6. **Interaction with UI Elements**
   - ○ Were the buttons, links, and icons easy to recognize and understand? Did you feel confident clicking on them?
   - ○ How easy was it to distinguish between different sections or categories of the platform?
8. **Mobile Usability if applicable**
   - ○ How does the Temu mobile app compare to the desktop version in terms of usability?
   - ○ Were you able to easily complete tasks on the mobile app, or did you encounter any issues?

Visual Design and Layout

10. **Clarity of Layout**
    - ○ Was the overall layout of Temu clear and easy to follow?
    - ○ Did you find any sections or elements e.g., navigation, product listings confusing or hard to understand?
    - ○ How did the design of the homepage or category pages affect your ability to find products?
11. **Text and Readability**
    - ○ Was the text on Temu easy to read and understand? Did any fonts, sizes, or colors cause difficulty?
    - ○ Was there any information on product pages that felt too dense or difficult to process?

Overall Experience

12. **General Ease of Use**
    - ○ On a scale from 1 to 10, how would you rate the overall ease of use of Temu? Why did you give it that rating?
    - ○ What aspects of Temu were the easiest for you to use? What was the most challenging?
13. **User Confidence**
    - ○ After using Temu for this interview, how confident do you feel navigating the platform on your own in the future?
    - ○ Were there any points during the interaction where you felt unsure or needed assistance?
14. **Suggestions for Improvement**
    - ○ Are there any specific features or areas of the platform that you think could be improved to make your experience easier or more enjoyable?
    - ○ If you could change one thing about Temu's usability, what would it be?

Product Discovery and Shopping

10. How satisfied are you with the range of products available on Temu?
11. When shopping on Temu, do you feel the product descriptions and images provide enough information to make a decision? Why or why not?
12. Can you describe a time when you had a positive or negative shopping experience on Temu?
13. How do you feel about the checkout process? Is there anything that could improve this experience?

Trust and Security

14. Do you feel confident in the security of your personal and payment information when using Temu? Why or why not?
15. Have you encountered any issues with payment, refunds, or order tracking? How did you resolve them?

Customer Support and Communication

16. Have you ever had to reach out to Temu's customer service? If so, how was your experience?
17. Is there anything you feel could improve Temu's communication with users such as order updates, promotions, etc.?

Improvements and Features

18. If you could change one thing about Temu, what would it be and why?
19. Are there any features or services that you wish Temu offered but doesn't currently?
20. How do you feel about Temu's mobile app if applicable? Are there any areas where it could improve?

Closing

21. Overall, how would you rate your experience with Temu on a scale from 1 to 10? Why did you give it that rating?
22. Do you think you will continue using Temu in the future? Why or why not?
23. Is there anything else you'd like to share about your experience with Temu?

Interview Transcripts

DEPAUL UNIVERSITY CONSENT FORM

Investigators: XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXa

OVERVIEW AND PURPOSE.

These interviews will provide information for researchers to learn about the users and the task perform with the Evernote App previously chosen. The goal of this study is to gather informat how effective Evernote could be and how people would use it for personal or work use.

RISK, STRESS, OR DISCOMFORT

This study will not expose its participants to risk, stress, or discomfort beyond that normally encountered while conducting the interview.

OTHER INFORMATION.

Once the results of these interviews has been tabulated and reported, the names of individual participants will be destroyed in order to ensure confidentiality. The principal investigators wi data for no more than one year following the date on which the study is administered.

OPTION TO REFUSE PARTICIPATION

You are free to refuse to participate in the study and may withdraw at any time without penalty

_____   1/31/25
Signatures of Principal Investigators   Date

_____   _____
Signatures of Principal Investigators   Date

The study described above has been explained to me, and I voluntarily consent to participate in I have had the opportunity to ask questions and understand that the investigators named above answer future questions I may have about the research or about my rights.

_____   1-31-25
Signature of Participant   Date

Speaker 1

Okay. So now the consent form has been signed. You understand that, but continuing this interview indicates that you understand the information provided and the voluntary consent to participate in this research study. Before we begin, do you have any concerns or questions?

Speaker 2

No.

Speaker 1

Okay. Let's get started. So, general questions, have you ever used Temu before?

Speaker 2

No.

Speaker 1

Okay. Why or why not? Have you used Temu before?

Speaker 2

I just don't feel the need to use it.

Speaker 1

Okay. Alright. So first I'm going to give you my computer with the Temu website logged out. I'm going to have you navigate and try to add an item to the cart.

Speaker 2

Okay.

Speaker 1

So go ahead and find me a softball bag bag and go through while you're doing this, speak out loud.

Speaker 2

Oh. Oh my God. It's like glitching. Oh my God. So many different things are coming up. Oh, there we go.

Speaker 1

Okay. So you've got to pop up that glitched.

Speaker 2

Wow. Okay. Okay, let's try this again.

Speaker 1

Okay, so it's currently not working.

Speaker 2

Okay. Okay. So they have a lot of options. Mega sale. Wow. A lot of things are looking the same. I'm honestly surprised with what they have here.

Speaker 1

Surprised in a good way or surprised in a bad way?

Speaker 2

Surprised in a good way. I'm surprised they actually have this stuff on this app. I didn't think they would.

Speaker 1

It's

Speaker 2

Never been on this app, so I didn't know this.

Speaker 1

Okay.

Speaker 2

It's pretty cheap.

Speaker 1

Okay. Go into the categories and see if there's any different ways you would like to filter or sort through. And then what are your thoughts on these categories that come up? Do they seem relevant or

Speaker 2

They're so out of pocket.

Speaker 1

Okay. Which one do you think

Speaker 2

Woman's Purse set.

Speaker 1

Okay.

Speaker 2

That shouldn't be there. Hand Tools?

Speaker 1

Kitchen

Speaker 2

Storage and organizer.

Speaker 1

Okay. So some of the categories don't align with the items. Okay. Okay. You can close that out. All right. Go ahead and look through some of these and just click on an item and open it up to the item page.

Speaker 3

Okay.

Speaker 1

Okay. Okay. Do you think that the name, the title of the item and the organization of the product page makes sense or aligns to you?

Speaker 2

It's a little weird.

Speaker 1

Okay. What do you think is weird?

Speaker 2

Well, it says waterproof baseball backpack.

Speaker 1

Okay, so you're talking about the name?

Speaker 2

Yeah.

Speaker 1

Okay.

Speaker 2

The name is a little odd.

Speaker 1

Okay.

Speaker 2

There's a lot of pictures.

Speaker 1

Okay.

Speaker 2

Interesting.

Speaker 3

It's a lot of,

Speaker 1

Are you able to find the item description? No. No. I think it might be in those pictures.

Speaker 2

Yeah, I think it just might be in these photos of what it is, but not just bullet points of the actual details. Yeah.

Speaker 1

Okay. So add it to the cart and go through the motions of checking out without fully checking out and adding payment information.

Speaker 2

Okay.

Speaker 1

Okay.

Speaker 2

See that didn't need to be there.

Speaker 1

Okay. So an additional popup.

Speaker 2

Yeah.

Speaker 1

Okay. So it's showing you how to check out basically.

Speaker 2

Yeah.

Speaker 1

Interesting.

Speaker 2

It's too much popups for unnecessary Yeah. Reasons.

Speaker 1

Okay. All right. And then I'm going to have you look at the mobile app while signed in. So on the web you were signed out of an account on a mobile. I'm going to have you navigate while signed into my account. Okay. So go through the motions on mobile again

Speaker 2

The same thing?

Speaker 1

Yeah, just the same thing. A softball bag.

Speaker 2

Okay. Looks pretty. Looks kind of the same as online? Yeah.

Speaker 3

Okay.

Speaker 2

Oh, but these categories are better though.

Speaker 1

Okay. So the generated categories? Yeah, up at the top. Okay.

Speaker 2

Yeah.

Speaker 1

Okay. And then click on the categories over here. Is it still,

Speaker 2

Oh, these are the same though.

Speaker 1

Okay. Are they the same?

Speaker 2

Yeah.

Speaker 1

Okay.

Speaker 2

But the generated,

Speaker 1

Okay, so I think those are just generated other searches based off of your result.

Speaker 2

Yeah, I got it. Okay. Do you want me to click on, yeah, just add one to the cart as well? So much

Speaker 1

Stuff?

Speaker 2

Yeah.

Speaker 1

Okay. So do you think that the product page on mobile is a lot more

Speaker 2

Brand? There's so many colors and there's so many different things being said. It's too much. Why are there 10 different

Speaker 1

Colors? Do

Speaker 2

You want me to add this to the cart as well?

Speaker 1

Yeah, just add it to the cart. Okay. And then go open up the cart for me.

Speaker 2

Oh, this?

Speaker 1

Yeah. Yeah. Okay. Alright. Now go to the homepage of the mobile. Okay. So I was going to ask you this at the start. I should have asked this, but the web home and the mobile home, is there anything that stands out as strikingly different now that you were signed in on mobile?

Speaker 2

I hate how there's these free gifts and earn your credits and they're just flashing in your face.

Speaker 1

Okay. So go ahead and click on one of those for me.

Speaker 2

Okay.

Speaker 1

What are you seeing?

Speaker 2

This is going to be your first free. Oh my God. Oh my god, there's so many things going on.

Speaker 1

Okay, so you got a popup and now there's a spinner that wants you to click,

Speaker 2

Oh,

Speaker 1

You won

Speaker 2

Diamond. Diamond. What does it even mean?

Speaker 1

It says diamond reward. I don't know.

Speaker 2 [1]

Yeah, all items are free for you. That's

Speaker 1 [1]

Definitely, what does this make you feel?

Speaker 2

Doesn't feel like I'm on an app to buy something. It feels like a game.

Speaker 1 [1]

Okay, so now it's asking you to pick one of three mysteries. Yeah. Oh, now you got five free gifts.

Speaker 2 [1]

God, I wonder if that's actually true. Oh, now you have to verify it.

Speaker 1 [1]

Oh, okay. So it's asking you to, okay,

Speaker 2

Why is it so much? And they're just doing it for you at that point.

Speaker 1

Are you able to exit out of here? Will it let you

Speaker 2

Yes.

Speaker 1

Okay, but you're still not on the homepage, you're on another,

Speaker 2

Yeah, I'm still on

Speaker 1

A

Speaker 2

Different invite and get, it's like another

Speaker 1

Wait. So is it, what is it? Ask Oh, another free gift. See if you can figure out what it's asking you to do to get those free gifts. What is needed?

Speaker 2

I think it says invite, so maybe you have to,

Speaker 1

Oh, another popup.

Speaker 2

Yeah, there's too much going on.. I have no idea what that is. So I'm going to go, oh, oh, another popup. Oh, okay. There we go. Back to the normal page. Okay, so you're finally back home.

Speaker 1

Alright. So I'm going to ask you some just general questions now that you've taken a look at both web and mobile. Okay. So when you answer these questions, answer it first for web, the experience for web, and then your experience for mobile. So how easy was it for you to navigate between sections, like the homepage to categories, to the search bar to checkout? First on the web, then on mobile.

Speaker 2

The Web was not bad. It was pretty easy and simple, pretty straightforward. But on mobile, there was so much going on, especially when you're on your tiny phone, mobile device, there's just so much going on and it's complicated, so it's not as easy as the web.

Speaker 1

Okay. Did you ever feel on either platform that you were getting lost or unsure where to go next?

Speaker 2

A little bit on the mobile, when those popups kept coming up, it was a lot.

Speaker 1

Okay. All right. So were there any buttons, links, or icons that were easy to recognize and understand

Speaker 2

On the web? Those were pretty easy and simple. Yeah.

Speaker 1

Okay. And then were there any that were more difficult to distinguish from what clicking on that icon might bring you

Speaker 2

On the mobile, those games.

Speaker 1

Okay. All right. So do you think the overall layout of the website and app are clear and easy to follow? Like the skeleton basically?

Speaker 2

No.

Speaker 1

No. Okay. Why not? Do you think it made navigation harder?

Speaker 2

They just have too much going on.

Speaker 1

Okay. So do you mean too many products or too much information around the product? Images?

Speaker 2

Too much information, too much unnecessary stuff.

Speaker 1

Okay. All right. Do you think that the text on Temu was easy to read and understand? Did any of the fonts, sizes, or colors cause difficulty?

Speaker 2

No, but there were just a lot of colors.

Speaker 1

Okay. So would you say that there was any information on product pages that felt like it was too much or too dense?

Speaker 2

Yes.

Speaker 1

Okay. Alright. So general ease. On a scale of one to 10, how would you rate the overall ease of using Temu, and why would you give it that rating?

Speaker 2

I would use it, do it like a five.

Speaker 1

Okay.

Speaker 2

Because it was not too difficult, but also other apps are easier to use than that one.

Speaker 1

Okay. What do you think was the easiest and what was the most challenging part?

Speaker 2

Most challenging was the games on the mobile device, but the most easy was probably the options. I feel like there were a lot of options.

Speaker 1

Okay. Okay. After using Temus for this interview, how confident do you feel navigating the platform in the future? And were there any points during the interaction where you felt like you needed assistance?

Speaker 2

Even after this interview? I still feel like I'm not fully set, especially on the mobile because there's so much that I don't know

Speaker 1

About. Are there any specific features that you think could be improved to make your experience easier or more enjoyable? So basically if you could change one thing about their usability, what would it be?

Speaker 2

Not have popups every five seconds.

Speaker 1

Okay. Okay. How satisfied were you with the range of products available?

Speaker 2

I was pretty satisfied.

Speaker 1

Okay. Did you feel like the product descriptions, images provide enough information when making a purchasing decision on Temu?

Speaker 2

Yeah, I thought it was pretty good.

Speaker 1

Okay. How did you feel about the checkout process? Was there anything that you think could have been improved?

Speaker 2

No, I think the checkout process was good.

Speaker 1

Okay. Do you feel confident in the security of your personal and payment information when using Temu? Why or why not?

Speaker 2

I feel like I've heard bad things about Temu, so it's kind of

Speaker 1

Okay. So would you say that that may have played a factor into why you haven't purchased anything? Okay.

Speaker 2

Yes.

Speaker 1

Okay. These do not apply. You haven't used it. Okay. Do you think you'll use Temu in the future? Why or why not?

Speaker 2

Probably not. I feel like there's other websites or places that could buy the same stuff.

Speaker 1

Okay. And then finally, is there anything else you'd like to share about your experience with Temu or anything that you think could help improve the usability?

Speaker 2

No.

Speaker 1

Okay. All right. Thank you.

Speaker 1 0

Okay. So thank you for participating in this interview. Before we begin, I'd like to provide some information on the study and obtain your consent to participate. Please feel free to ask any questions at any point, and let me know if you're comfortable with proceeding. Are you comfortable with me proceeding?

Speaker 2

Yes, I'm okay.

Thank you. The purpose of this study is to conduct some research and get a better understanding of how new and established users interact with Temu on web and mobile. So we're going to be gathering some insights to help improve usability. So your participation in this study is entirely voluntary. Feel free to

withdraw at any time without consequences. Your decision will not affect your relationship with Temu or DePaul University in any way. All information collected during this interview will be shared with my research Temu and the course professor and kept confidential.

Your responses will be anonymized and reported in aggregate. Your name and identifying information will not be shared in public reports. We will record this session for internal purposes only. The recordings will be used to solely analyze and improve temu. They will not be shared with anybody outside the research Temu and the professor. The interview is expected to last about 10 to minutes. During this time, I'll ask you about your experiences, thoughts, and opinions regarding Temu's features, usability, and overall user experience. If you have any questions or concerns during the interview, please feel free to ask. If you decide at any point you would no longer wish to participate, just let me know and we will stop the interview immediately. If you have any further questions, please ask now or in a follow-up email or call. Continuing. This interview indicates that you understand the information provided to you and the voluntary consent to participate in this research study. Now you can sign your name.

Speaker 1

Okay Thank You, so some general questions to get started. How often do you use Temu and if used, what are the primary reasons for using it?

Speaker 2

Never used it.

Speaker 1

Okay. So you have no use. Have never used it. Do you have any prior knowledge of Temu outside of this interview?

Speaker 2

Yeah, I heard of it.

Speaker 1

Okay. What are your prior ideas or concepts of the app?

Speaker 2

I never use the app, but I get little advertisements on websites.

I'm going to use the search bar probably to type in faucets

Speaker 2

Just take, okay. All right. We got results here.

Speaker 1

Okay.

Speaker 2

The orange is too soft of a color here. And then the local, that local thing, you can barely see.

Speaker 1

Yeah. Okay. So the orange on the sale prices. Yeah,

Speaker 2

Orange on white doesn't look very easy to read and the green local indicator is very, very small.

Speaker 1

Okay. So browse and go ahead and add one of these into the cart and go about how you would usually go about checking out.

Speaker 2

All right. So I clicked on the add to cart.

Speaker 1

You did

Speaker 2

A popup saying add to cart. Okay. And then I'm going to hit the checkouts.

Speaker 1

Yeah.

Speaker 2

Alright. I got to put my address information. First name, last name. Do I check out all the way or just

Speaker 1

Check out all the way to the payment

Speaker 2

It's nice that they highlight the box

Speaker 1

When you're click,

Speaker 2

Click focus. That's kind of good. It'd be good. Better with the background color too. Let's see. Address search. It's just typical stuff.

Speaker 1

What are your thoughts

Speaker 2

It's not bad. The address search is not bad.

Speaker 1

Okay.

Speaker 2

Phone number with a plus one. It's international. That's kind of odd. Nobody thinks like that. Plus one that could throw people off.

Speaker 1

Okay.

Speaker 2

Okay. So to agree to some awesome events. I'm that

Speaker 1

You don't have to do that.

Speaker 2

I'm skipping that again. On the right hand side, under continue to payment, the lettering is pretty faint. It's like not dark enough, almost more grayish. It's just that the fonts are really skinny.

Speaker 1

Before you click that information underneath the continued to payment button, talking about protection of card information, do you feel reassured seeing that right under the button that prompts you to pay?

Speaker 2

I don't think it changes anything. I think this should be automatic that all the security should be in

Speaker 1

There, but the fact that it's telling you again,

Speaker 2

It doesn't change my mind. I feel I buy or

Speaker 1

Not. Okay. Okay. Okay. So we're clicking to continue to payment.

Speaker 2

Man, it's weird. The shipping address, the second line with the street address is orange. That's really weird. Why would they do that? That's very strange.

Speaker 1

Yeah.

Speaker 2

Ships from a local warehouse, I really don't care if it ships from, I don't dunno. Maybe there are a lot of people over here expecting something that is shipped directly from China or somewhere overseas. And this is telling me there's a local warehouse. Okay.

Speaker 1

It probably ships faster due to it being local,

Speaker 2

But I don't remember. Oh, there was a local indicator. Okay. Alright. So that matches up and it says almost sold out. I dunno, is that believable? Who knows?

Speaker 1

Yeah.

Speaker 2

Standard shipping

Speaker 1

And then over on the right has more information about

Speaker 2

Nobody's going to care about

Speaker 1

This plant

Speaker 2

Temu was planting program. People are going to skip over that. I dunno.

Speaker 1

Maybe

Speaker 2

Some people are interested. I really just want the best price. Decent shipping, secure privacy. Nobody's really going to care. Purchase protection. I don't even know what that means. Does it mean you have to pay more? I have to learn more about that. Okay. And there's a page about that. Okay.

Speaker 1

Okay.

Speaker 2

Yeah, I just don't like that the green is not bold enough.

Speaker 1

The orange? Yeah, the green, the

Speaker 2

Orange, green, I just don't like that color combo.

Speaker 1

Yeah. Okay.

Speaker 2

And the font is really small with the little notes on the sides and it is too small and it's too faint. It's like half, it's like gray.

Speaker 1 [1]

Yeah, it's not a solid black.

Speaker 2 [1]

Yeah, exactly. Alright, what else? Where else do we have to go?

Speaker 1

 Ill give you the mobile version. Okay. So I'm going to open it up. This is signed in to my account. So first off, just the homepage. What are the main differences between the web and the mobile?

Speaker 2

The header is more prominent.

Speaker 1

And then any additional buttons or widgets.

Speaker 2

Why choose Temu? I don't remember seeing that. And you got these flipping things over here. Free returns, free shipping. You got all these indicators and then you got the earned credits and free gifts. That's so busy. It looks like a casino

Speaker 1

Program. Okay. Alright. Click on one of those before searching anything. Which one? Just click on one of the free credits.

Speaker 2 [1]

Okay, here we go. Clicked on one of them and now it took over my, it looks like it's taking over my phone with spam or something or,

Speaker 1 [1]

Okay. Can you try to exit?

Speaker 2

Yeah, I was able to exit.

Speaker 1

Okay, but that's still an additional page

Speaker 2

From the homepage. Yeah, I'm on an official guarantee thing now with gifts. And then how do I get out of here? I could back out of here. Let's see.

Speaker 1

Yeah, try it back out. Okay, another

Speaker 2

Popup. Another popup. Now I have the X out of this one and now I'm back to,

Speaker 1

You're still not on the home

Speaker 2

Page. Oh, here,

Speaker 1

We took

Speaker 2

A couple of clicks to get out of that.

Speaker 1

Okay, so now try to look up kitchen faucet again over here.

Speaker 2

Alright, so I went up to the top. I'm going to do a search kitchen, kitchen faucet. All right. I got some results here.

Speaker 1

Okay. And then do the same thing that you did on the web. Just search, see if there's anything you're interested in

Speaker 2

And

Speaker 1

Go through the motions of checking out.

Speaker 2

This one looks good. I'm going to add this to the cart. Okay, so the detail shows up. Did it add to the carts? I thought I pressed add to cart here. I'm clicking on the shopping cart. Did it add it to the cart?

Speaker 1

No, I think you still need to click. There's another additional button, right?

Speaker 2

Another the green cart button,

Speaker 1

The orange one that says buy now at the bottom right.

Speaker 2

Okay. I thought clicking on the cart would add to the cart. Okay, now you

Speaker 1

Choose.

Speaker 2

I did one item here. It says quantity one. I guess that's it.

Speaker 1

Oh, I think you choose which color.

Speaker 2

I have to choose a color. Okay. All right. I'm choosing Brushed. Okay, now what?

Speaker 1

Okay, then just add it into

Speaker 2

Buy now cart. Buy now. Oh, well hold on. There's a buy now button at the bottom,

Speaker 1

But

Speaker 2

I really want to go to the carts.

Speaker 1

Okay. Do

Speaker 2

I close this? Is it in the carts? I can't tell if it was put in the cart. If I click on the cart button,

Speaker 1

It's empty.

Speaker 2

It's empty. That's interesting. Alright, so add to carts now it's in the cart. Okay. Do I go to the cart now?

Speaker 1

Yeah, you can go back to the cart.

Speaker 2

Okay. It's really busy here. And they have more stuff they're trying to sell at the bottom of the page. And again, it's very, very small letters, very busy.

Speaker 1

Do you think this is worse than the web setup?

Speaker 2

Yeah, it's very condensed and busier, I think.

Speaker 1

Okay. Alright. So go through the motions of checking out without fully checking out.

Speaker 2

All right. I'm hitting the checkout button at the bottom right. It's got your name at the top already, so we didn't have to fill that out.

Speaker 1

Okay. Yeah, because I'm already signed in.

Speaker 2

Alright, so they got coupon codes in here, apply coupon code. How is that going to work? How do you add it? You have to type it in?

Speaker 1

Yeah.

Speaker 2

Okay.

Speaker 1

I believe the coupons are what you get from playing those mobile, the pop-up

Speaker 2

Games. Okay. There's purchase Protect, there's more information at the bottom. At least it's a little bit more readable. I don't think people are going to go all the way to the bottom and read that.

Speaker 1

Okay. All right. That's good for the testing. Thank you. Okay. And then some questions. Okay. How easy do you think it was for you to navigate between different sections like the home to the search, to the cart

Speaker 2

On the webpage or in the mobile?

Speaker 1

On both web versus mobile? First, let's start with the web. How was the navigation on the web?

Speaker 2

Navigation was okay.

Speaker 1

Okay. So you didn't have any issues, you didn't feel like you couldn't find where different elements were of the page?

Speaker 2

I think it follows the standard conventions of a shopping site, but it's just the color combo, the word size, font, color, font, font, thickness or whatever. That was the more typical part.

Speaker 1

Okay. So that goes into my next question. Were the buttons, links and icons easy to recognize and understand? Or

Speaker 2

It was easier on the web because on the mobile you had those game buttons on there. Intruding? I don't think that was on the regular web

Speaker 1

Version. Okay. Okay. So out of the Temu mobile app and the website, which would you think is easier to navigate?

Speaker 2

I think the mobile is easier because there's less of a distance between the center of the screen and the search. It's easier to just tap on the search bar on the top of the phone than the scroll all the way up or than the navigate with the mouse all the way up to the Search bar. It might be quicker to do a search on mobile.

Speaker 1

Okay. Alright. So this question already goes, you already touched on this. So do you think that the overall layout of Temu was easy to follow and navigate through?

Speaker 2

It was easier on the web actually. You have more space.

Speaker 1

Okay. Okay. Do you think the design of the homepage affected your ability to find any products?

Speaker 2

I don't think so.

Speaker 1

Okay. So this one's about text and readability. So you already touched on this a bit, but was the text on Temu easy to read and understand? Did any fonts, sizes, or colors make anything more difficult?

Speaker 2

The green and the gray. The light gray fonts were that crisp and anything that's in orange and green was just too soft.

Speaker 1

Okay.

Speaker 2

Compared to the red.

Speaker 1

Okay. So now we're going to be asking about your overall experience. On a scale of one to 10, what would you rate the overall ease of temu and why did you give it that rating?

Speaker 2

I would say seven. Navigation was okay. It's just the readability of the content on there and the text readability was the best.

Speaker 1

So you would say that that was your most challenging thing? Okay. The text readability. So after using Temu for this interview, how confident do you feel navigating the platform in the future on your own? If you do,

Speaker 2

I'll be fine with it now that I got exposed to it.

Speaker 1

Okay. If there was one thing that you could change about Temu MO'S usability, what would it be? I feel like I already know what your answer

Speaker 2

Is. Yeah, color selection and the font

Speaker 1

Selection. Okay. How did you feel about the checkout process? Was there anything that could have improved this experience?

Speaker 2

I don't think there's anything wrong with the checkout process.

Speaker 1

Okay. Do you feel confident in the security of your personal payment and information when using Temu? Why or why not?

Speaker 2

Well, it's a well-known site. Everybody talks about it, so I'm guessing it should be pretty trustworthy.

Speaker 1

Okay. So you wouldn't be worried if you found a good deal in the future?

Speaker 2

No, I would not be worried.

Speaker 1

Okay. If there was anything you could improve about Temu's mobile app, what would it be that is different from the web?

Speaker 2

Take out the casino buttons.

Speaker 1

Okay. Casino buttons. Okay. Okay. And then final questions. Do you think you'll use Temu in the future? Why or why not?

Speaker 2 [2]

If it pops up on a search result on Google as a shopping suggestion, I might try it out.

Speaker 1

Okay. Alright. And then that is it. Thank you. Thank you for your time.

DEPAUL UNIVERSITY CONSENT FORM
Investigators: XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

OVERVIEW AND PURPOSE.
These interviews will provide information for researchers to learn about the users and the tasks they will perform with the Evernote App previously chosen. The goal of this study is to gather information about how effective Evernote could be and how people would use it for personal or work use.

RISK, STRESS, OR DISCOMFORT
This study will not expose its participants to risk, stress, or discomfort beyond that normally encountered while conducting the interview.

OTHER INFORMATION.
Once the results of these interviews has been tabulated and reported, the names of individual participants will be destroyed in order to ensure confidentiality. The principal investigators will retain data for no more than one year following the date on which the study is administered.

OPTION TO REFUSE PARTICIPATION
You are free to refuse to participate in the study and may withdraw at any time without penalty.

_____   2/1/25
Signatures of Principal Investigators   Date

_____   _____
Signatures of Principal Investigators   Date

The study described above has been explained to me, and I voluntarily consent to participate in it. I have had the opportunity to ask questions and understand that the investigators named above will answer future questions I may have about the research or about my rights.

_____   2/1/25
Signature of Participant   Date

Speaker 1 0

Okay, so, hello. Thank you for participating in this interview. Before we begin, I'd like to provide some information about the study and to obtain consent, your consent to participate. Please feel free to ask any questions at any point, and let me know if you're comfortable with proceeding.

Speaker 2

Yes.

Speaker 1

Okay, thank you. So, the purpose of this study, as a part of my UX D two 60 class at DePaul, we are conducting this research to understand how new and established users interact with Temu, as well as gather insights to help improve its usability. Your participation in this study is entirely voluntary. You are free to withdraw at any time without any consequences. Your decision will not affect your relationship with Temu or DePaul University in any way. All information collected during this interview will be shared with my research Temu and the course professor as, is it still recording?

0

Your responses will be kept anonymized and reported in aggregate. Your name and identifying information will not be shared in public reports. We will record this session for internal purposes only. The recordings will be used solely to analyze and improve temu. They will not be shared with anybody outside the research Temu or the professor. This interview is expected to last 10 to minutes. During this time, we will ask you about your experiences, thoughts, and opinions regarding temu, features, usability, and overall user experience. If you have any questions or concerns during this interview, feel free to ask. If you decide you no longer want to participate at any point, please just let me know. Do you have any questions before I ask you if you like to consent?

Speaker 2

No.

Speaker 1

Okay. Do you consent?

Speaker 2

Yes.

Speaker 1

Okay. Let's get started. So I already had you do usability testing Prior, including that. How often have you used Temu at all? And if you have, what are the primary reasons for using it?

Speaker 2

I have not used it besides during testing.

Speaker 1

Okay. So is there anything you like about temu? Why? It

Speaker 2

It has a lot of different Products To buy.

Speaker 1

Is there anything you don't like about it?

Speaker 2

Yes. The site is too busy and on the opening page, there's random, random things that just show up that I might not be looking for just too much. It's very busy.

Speaker 1

Okay. Based off of your usability testing, how easy would you say it is to navigate the temu app and website? Is it easy to get from the homepage to other pages?

Speaker 2

No. There's a lot of popups. It is kind of annoying.

Speaker 1

Okay. Was the text and readability easy to read and understand? Were there any fonts or sizes or colors that cause difficulty?

Speaker 2

The whole page has too many things going on. Too many colors flashing at the same time. It makes you tired by looking at it.

Speaker 1

Okay. On a scale of one to 10, how would you rate the overall ease of Temu and why would you give it that rating?

Speaker 2

I think it's four because it's not easy. You can get really easily distracted by the popups and stuff to go back to the homepage or what you're looking for.

Speaker 1

Okay. Are there any specific features or areas of the platform that you think could be improved to make your experience easier or more enjoyable?

Speaker 2

Yes. Get rid of those popups for the lottery kind of thing. The coupons. The coupons. And we're

Speaker 1

Recording. Okay. How satisfied were you with the range of products available on Temu?

Speaker 2

That was very good because it seems like it has everything that you could be looking for.

Speaker 1

Okay. And when looking at the products, did you feel like the product descriptions and images and titles matched the listing and provided enough information or

Speaker 2

The titles described it? However, the titles were very long and threw in words just for search to pick that item up, and a description of the product was weighed down in the listing of the item after people's reviews. Okay.

Speaker 1

Okay. Is there anything else you feel like you'd like to share about your experiences with Temu or any other comments?

Speaker 2

No, I think that's all.

Speaker 1

Okay. Thank you.

DEPAUL UNIVERSITY CONSENT FORM
Investigators: XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXa

OVERVIEW AND PURPOSE.
These interviews will provide information for researchers to learn about the users and the tasks they will perform with the Evernote App previously chosen. The goal of this study is to gather information about how effective Evernote could be and how people would use it for personal or work use.
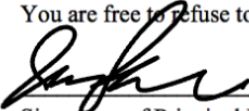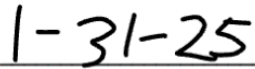
RISK, STRESS, OR DISCOMFORT
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OTHER INFORMATION.
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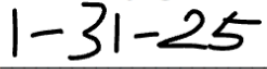
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(signature)   1-31-25
Signatures of Principal Investigators   Date

_____   _____
Signatures of Principal Investigators   Date

The study described above has been explained to me, and I voluntarily consent to participate in it. I have had the opportunity to ask questions and understand that the investigators named above will answer future questions I may have about the research or about my rights.

(signature)   1-31-25
Signature of Participant   Date

Speaker 1 0

Hello, and thank you for participating in this interview. Before we begin, I would like to provide you with some information about the study. The purpose of the study is to gain some more insights on Temu's usability with new and accredited users. So I'm going to need to obtain your verbal consent, and please feel free to ask any questions at any point, and let me know if you are comfortable with proceeding.

Yes. Okay, thank you. So the purpose of this study, as a part of my UXD 0 class at DePaul, we are conducting this research to understand how new and established users interact with temu and gather

insights to help improve its usability. Your participation in this study is entirely voluntary. You are fully able to withdraw at any point without any consequences, and your decision will not affect your relationship with Temu or DePaul University in any way. Your interview is expected to last five to minutes. During this time, we will ask you about your experiences, thoughts, and opinions on Temu features. Do you have any questions before we begin?

Speaker 2

No. Okay.

Speaker 1

And you consent?

Speaker 2

Yes.

Speaker 1

Okay, thank you. Alright, so since I'm not having you do a usability test, I'm going to ask you about just some general questions. So, have you ever used Temu before?

Speaker 2

Yes.

Speaker 1

Have you made any purchases off of Temu?

Speaker 2

Yes. Yes.

Speaker 1

Alright. So would you mind telling me a little bit about your experiences purchasing products off of there?

Speaker 2

Much cheaper, but China quality.

Speaker 1

Okay. What is something you like the most about Temu and why?

Speaker 2

The price.

Speaker 1

Okay. What is something you like the least about Temu?

Speaker 2

China.

Speaker 1

Okay. Do you want to elaborate a little more on that?

Speaker 2

Personal data.

Speaker 1

I see. So it's a security issue more?

Speaker 2

Yes.

Speaker 1

Okay. Have you experienced any frustrations while using Temu? If so, can you describe what they are?

Speaker 2

Yes. Is easy to use.

Speaker 1

Okay. So have you had any challenges?

Speaker 2

No.

Speaker 1

Okay. Alright. And when you have purchased through Temu, has it been through their website or through their mobile app?

Speaker 2

Mobile app.

Speaker 1

Okay. Okay. Do you find that it's easy to navigate through their mobile app?

Speaker 2

Yes.

Speaker 1

Okay. Are there any buttons or links or icons that are easy to recognize and understand?

Speaker 2

Buttons? Yes.

Speaker 1

Okay. An example of that would be like the shopping cart icon or the search bar icon?

Speaker 2

No.

Speaker 1

Okay. On a scale of one to 10, how would you rank the ease of using Temu and making purchases through the app?

Speaker 2

Six.

Speaker 1

Okay. Do you feel confident in the security of your personal and payment information when using Temu? Why or why not?

Speaker 2

Ask the question one more time.

Speaker 1

Do you feel confident in the security of your personal and payment information while using temu?

Speaker 2

Yes.

Speaker 1

Okay. Have you ever encountered any issues with payment or refunds or order tracking?

Speaker 2

Never.

Speaker 1

Okay. And then how would you say the checkout process is? Are there any issues that you've found with it? Anything that you would change?

Speaker 2

They always want you to buy more.

Speaker 1

Okay. Could you elaborate on that? What do you,

Speaker 2

Popups.

Speaker 1

Okay.

Speaker 2

Okay. Popups.

Speaker 1

Okay.

Speaker 1

If there was one thing you could change about Timo, what would it be and why?

Speaker 2

Color.

Speaker 1

What color?

Speaker 2

Orange is too threatening. I would change it to a more calm color.

Speaker 1

Okay. Do you find that sometimes that orange makes visibility hard within the app?

Speaker 2

No.

Speaker 1

Okay. Do you think you will continue to use temu in the future? Why or why not?

Speaker 2

I would, as long as the prices stay low.

Speaker 1

Okay. Okay. And then is there anything else that you'd like to share about your experiences with Temu?

Speaker 2

No.

Speaker 1

Okay. Is there anything you'd like to add about the products that you've ordered? Because the other two people that I have interviewed haven't actually ordered anything. So you are the one person that has actually ordered products?

Speaker 2

I usually buy a bunch of, it's mostly plastic manufacturing products. Actually, there was one Temu thing I got that was broken, but it was like a craft plastic thing.

Speaker 1

Okay. I Do you mind expanding on what type of product, what type of plastic product you're ordering?

Speaker 2

It was a bubble filter.

Speaker 1

Okay, so fish related stuff?

Speaker 2

Yes.

Speaker 1

Okay. Okay. Let me ask you, are there any purchases through Temu that you have been very happy with?

Speaker 2

Yes, tons.

Speaker 1

Okay. You want to talk a little bit about that?

Speaker 2

Fish Aquarium products? So like fish filters. Fish plastic products.

Speaker 1

Okay. Like a tank divider, I'm assuming, maybe.

Speaker 2

Sure.

Speaker 1

Okay. Okay. Yeah, I thought I would ask because you're the only person who's actually purchased stuff from there. Okay. So if you had to guess, how many times would you say that you've purchased stuff through temu?

Speaker 2

Two or three times.

Speaker 1

Okay. And do you remember how many products you purchased during those purchases?

Speaker 2

Asset? Ask that question again.

Speaker 1

Do you remember how many different items you had in those purchases?

Speaker 2 [1]

Oh, like a lot. I would say like .

Speaker 1 [1]

Okay. And so out of, let's say out of those , how many of those products do you think would you buy again?

Speaker 2

.

Speaker 1

Okay. So the majority of them, you're happy with your purchases essentially?

Speaker 2

Yeah.

Speaker 1

Okay. Do you feel that you got a good deal as well?

Speaker 2

A hundred percent, yep.

Speaker 1
Okay. All right Thank you.

Interview 1

Have you heard of Temu? If you have, how did you hear about it?

Yes, i've heard of temu. Ive mainly heard about temu through social media like Tik Tok.

Have you ever used Temu?

Yes

What have you used Temu for?

I bought a car usb charger

Is Temu easy to navigate?

It was kind of a cluttered design but overall not difficult.

What do you like about Temu's design?

Its very bold and definitely tries to

What don't you like about the design?

It feels like there is too much happening on my screen at once.

How do the pop-ups make you feel? The spinners and discounts

Honestly the discounts and spinners give a weird feeling, it makes the site feel less trustworthy

How do you feel about ordering from here?

I have previously ordered off of temu and overall it was a decent experience, fair pricing and delivery time.

Do you think it's secure?

I feel the app is secure but certain things do raise suspicion

Do you think your search results are relevant to what you've searched?

Yes, when looking up a product a majority of the results are relevant to the search.Problems arise once you go far enough down the list.

Do you like how clicking an item brings you to a new tab on a web browser?

Yes, its nice being able to return back to the main screen whilst having the item open

How do you feel about the descriptions of the products?

Product descriptions can be good but some have fine print that you might miss, leading you to a mis-purchase.

Would you order from Temu? Would you trust it?

I have and i do trust it.Overall the app seems secure and every interaction I've had with it has been positive.

How often do you use Temu, and what are your primary reasons for using it?

I've found temu to be great for funny little gifts and nick knacks that I know will be poor quality. It's the sort of thing I'd go for one-time uses like a themed party.

I would say my frequency of use is once every 3-4 months.

What do you like most about using Temu? Why?

What I like most the prices, selection, and great recommendations.

What do you like least about using Temu? Why?

What I like least the horrible annoying "prizes" I get every time I open the app. The whole 'gamification' might work on teenagers but it sort of delegitimizes the platform to me. I also hate the shipping time and spam notifications

Have you experienced any challenges or frustrations while using Temu? If so, can you describe them?

the horrible annoying "prizes" I get every time I open the app. The whole 'gamification' might work on teenagers but it sort of delegitimizes the platform to me. I also hate the shipping time
and spam notifications

On a scale from 1 to 10, how would you rate the overall ease of use of Temu? Why did you give it that rating?

3 - I get a popup every time i open the app and if i click the wrong button im stuck in some 'game'. Also it's hard to check your orders etc.

If you could change one thing about Temu's usability, what would it be?

Remove the gamification, at least to users over a certain age.

How satisfied are you with the range of products available on Temu?

Very satisfied

When shopping on Temu, do you feel the product descriptions and images provide enough information to make a decision? Why or why not?

Yes, I think they are very descriptive but sometimes seem a bit ai generated
Can you describe a time when you had a positive or negative shopping experience on Temu?

Positive when i was searching for a good product to give as a gift for a friend, it knew my preferences perfectly and had very funny spongebob shirts to buy.

negative I tried to go on the app to buy something and was stuck in a game where I had to pick a 'mystery box gift' for 5 minutes

How do you feel about the checkout process? Is there anything that could improve this experience?

I honestly couldn't tell you what their checkout process looks like

Do you feel confident in the security of your personal and payment information when using Temu? Why or why not?

Not really, it's chinese run and they probably harvest my data and sell it on the black market

Interview 3

Has never used temu before

Was the overall layout of Temu clear and easy to follow?

Yes, its easy to navigate, i can add filters. I can easily find deals, shipping,and customer support.

Have you heard of Temu? If you have, how did you hear about it?
Yes, i heard about it through social media. People would post temu reviews on Tiktok or instagram

Have you ever used Temu?
No, besides the cognitive walk through

What have you used Temu for?

Is Temu easy to navigate?
Umm, yeah for the most part. Sometimes random things pop up. Other than that i am able to find what im looking for.

What do you like about Temu's design?
I like how they have the categories at the top that you can scroll through. I like how they have different sections for there different deals.

What don't you like about the design?
When you go to the website, there is a spinny wheel that pops ups and you cant escape it. Lots of interactive popups and notifications.

How do the pop-ups make you feel?
They aggravate me. They are distracting me from my end goal of shopping.

How do you feel about ordering from here?
I would not order from temu. I think its to good to be true

Do you think it's secure?
Absolutely not.

Do you think your search results are relevant to what you've searched?
Umm yeah, they come up with a wide range of what i search. I think they can be a little more specific with the results.

Do you like how clicking an item brings you to a new tab?
Personally yes, when sites have the back button sometimes it brings me back to the top and i lose where i was. I like that i can keep track of my items.

How do you feel about the descriptions of the products?
I think they are a little long. A little overwhelming and a lot of stuff is included that doesnt need to be.

Would you order from Temu? Would you trust it?
No, and no. I think if I ordered something it would show up not what i was expecting it to be