

Example_Water Filtration System_US Customers

Interview Guideline

For the **Residential Customers -- Buyers (75 mins)**

INTRO (5 mints)

Hello, thank you for taking the time to speak with us. My name is [...] and I am a [...] at [...]. With me is my colleague [...] who is a [...].

We are a [...], to better understand your needs and challenges in purchasing water filtration products.

Your input will help steer the development effort in a direction that will hopefully better meet your needs when it comes to finding suitable water filtration systems for your home fast and easy. We will start with general questions and then deep dive into your experiences and thoughts on those products.

Any questions so far?

The last thing before we start, to make sure that we do not miss anything important in the interview, we would like to record this session. The sole purpose of this recording is to refer back to it once we consolidate input, and it will be deleted at the end of this project.

Would you be ok with that?

Great, let's get started!

PART 1: GENERAL QUESTIONS (10 minutes)

Let's first start with general questions...

1. **[Self-intro]** Could you give us a short intro about yourself
 - 1.1. What is your profession?
 - 1.2. Could you shortly describe your typical day?
 - 1.3. Do you live in the city or suburb?
 - 1.4. How many family members live together with you? (any young children or elderly family members?)
2. **[Lifestyle & Interests]**
 - 2.1. What are your hobbies? (What do you do in your free time?)
 - 2.2. How much time do you spend on your phone/PC every day besides work?
 - Which platforms? FB, Instagram, Amazon? Other?
 - 2.3. Do you have a specific exercise plan? diet? / nutrition? (functional, passion etc.)
 - 2.4. Tell me about the last time you decided to buy a product over others because it creates a lower CO2 footprint, uses less energy or is made with sustainable/recycled materials?
 - 2.5. How much do you like to follow new trends and try new products with innovative/different technology? (or rather stay with the current ones, it's more practical)

PART 2: PERCEPTIONS (30 minutes)

3. **[Water quality perception]**
 - 3.1. How much are you concerned about the quality of your household's water supply? And Why?
 - How confident are you that your home water supply does not present any health risks?
 - How safe do you think your drinking water is?
 - Tell me about a time when water quality was a concern. What happened? What did you do?
 - 3.2. Have you measured your water quality at home before?
4. **[Expectations]** What're your expectations for your home drinking water supply?
 - What would be the best scenario?
 - What would be the bottom line?

5. **[Water filtration products]**

5.1. Could you tell me which products do you have at your home?

- Water pitchers
- Water faucet filters installed on the tap/undersink
- A water filtration system that treats the whole house
- A free-standing electrical water filter device

5.2. When and why did you purchase water pitcher, faucet filters, or the device? (learn water filtration products buying behaviours)

- What problems do they solve? How effective are they?

#For people who have bought a water filtration system

So you mentioned that you have a water filtration system at home,

5.3. What kind of water filtration system do you have?

- Is it your first time purchasing such a system?
- If no, what else have you bought before?
- Why have you switched to this current system?

5.4. Have you heard of other similar systems like yours?

- Which companies/brands have you heard of?
- Which one do you prefer and why?
- Have you heard of ultrafiltration?
 - If yes, how and where did you know?
 - What do you think of this filtration system?

5.5. How necessary do you think a water filtration system is to your clean water supply at home? (a must-have, nice-to-have, or luxury) And why?

5.6. How satisfied (1-5) are you with the current water filtration system? And why?

5.7. We have discussed your expectations on home water quality, do you think this water system has done all the jobs you wished for?

- If not, what are other jobs left?
- What solutions have you applied to address it?
- Any disadvantages of using this solution?
- Any other solutions you know of that you are willing to try?
- Why haven't you tried? Any difficulties or concerns?

- 5.8. What does it take for you to switch to a different brand of water filter system?

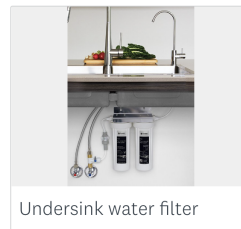
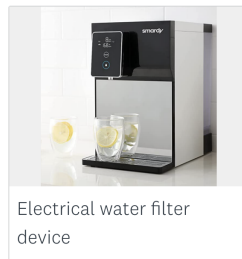
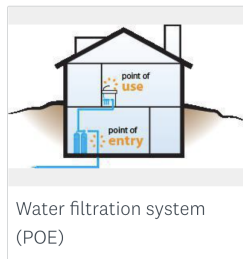
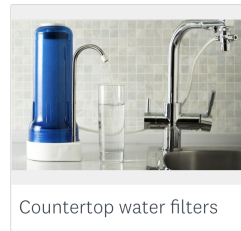
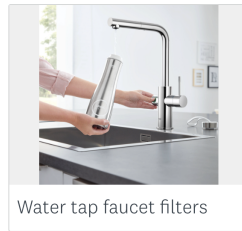
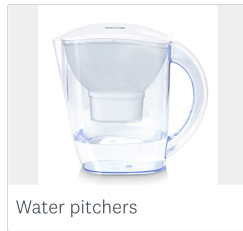
PART 3: BUYING JOURNEYS (30 minutes)

Now let's go back to the time when you wanted to buy a new water filter system and you had to look for information online and find a suitable product. Walk me through this process.

6. **[Trigger]** How did the need for searching a water filtration system arise?
7. **[Awareness channels]** Where and how did you start searching? What information channels do you rely on?
 - 7.1. Did you go anywhere to get water treatment system recommendations?
 - 7.2. If no, who would you trust in giving you recommendations?
8. **[Consideration]** What options have you found?
 - 8.1. Why did you pick those products as options? What qualifies or disqualifies them from your options?
 - 8.2. How did you compare between those systems?
 - 8.3. What made you feel this could be a suitable system for your home?
 - 8.4. How do you know it has good quality?
9. **[Brand]** How important the brand is to you when you consider buying a water filtration product? And why?
 - 9.1. Have you bought any water filtration products from a brand you never heard of?
 - If yes, what made you chose this particular brand over others?
 - 9.2. What water filtration system brands do you currently trust in the market?
 - 9.3. Why do you trust them? What makes them trustworthy in your opinion?
 - 9.4. What would be your red flag to trust a water filtration brand?
10. **[Decision factors]** Why did you decide on this water filtration system in the end?
 - 10.1. What made you go for that system?
 - 10.2. What made you hesitate? And why?
 - 10.3. Why did you decide on this brand rather than others?

[Attributes Ranking] Please rank the importance of the following attributes when you were deciding to buy a water filtration system (*we made an interview supporting survey to assist this process, see the pictures below*)

1. What products do you have at home?



2. To which extent the following attributes would be relevant for you to consider purchasing a water filtration system in the future?

	Not Relevant At All	Not Relevant	Neutral	Relevant	Very Relevant
Warranty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Made in Germany	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
100% manufacturer satisfaction guarantee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A known/trustworthy brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product certifications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professional staff to explain everything	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Remove contaminants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Soften the water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sustainability (e.g. eco-friendly, use less energy)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer Reviews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Easy accessibility to product info online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Please rank the top 3 most important attributes to you when you consider buying a water filtration system.

	Warranty
	Made in Germany
	100% manufacturer satisfaction guarantee
	A known/trustworthy brand
	Product certifications
	Professional staff to explain everything
	Remove contaminants
	Soften the water
	Sustainability (e.g. eco-friendly, use less energy)
	Customer Reviews
	Easy accessibility to product info online
	Price

11. **[Influencers]** Anyone in your household would also participate in the purchasing choices? What kind of influences he/she would bring?
12. **[Payment]** How did the payment process go? Did it go well?
13. **[Installation]** Who installed the system at your home?
 - 13.1. Do you prefer to instal yourself with a detailed introduction? Or do you prefer to have a certified installer do it for you?
14. **[After sales service]** What happened next after installation? Any services/calls/emails received?
15. **[Barriers]** Anything that made you frustrated in this process?
16. **[Delights]** Anything that made you feel delightful?
17. **[Improvements]** What would you like to change or improve in this experience you have described?
 - 17.1. Anything that would make your filter purchasing easier? faster?
 - 17.2. Anything that would make you feel more comfortable and convenient?

PART 4: OPPORTUNITIES (5 minutes)

1. **[Connectivity]** Would you be interested in receiving the real-time status of the water quality, even an alarm when the quality is below our standard/expectation?
2. **[Subscription]** Would you be interested to subscribe to a service where the company will take care of all aspects of the water filtration system (such as installation, maintenance, regular checks, deliver other add-on filtration products etc.) to ensure your drinking water at home is always clean and safe?
3. **[One-stop-shop]** How do you like a one-stop-shop where you can order the water filtration system as a basic, and then add other filtration accessories and relevant products, such as undersink filtration, reverse osmosis, UV lights, bacteria removal, etc.
 - 3.1. What values would it bring to you?
 - 3.2. Are you willing to pay more for this package: base + add-ons than other general platforms?

PART 5: OUTRO (2 minutes)

Thanks for taking the time to speak. We covered a lot in this session that will help us move forward.

1. Do you have any last comments or feedback with us?

Thank you!