

# Interview Transcripts Combined

**Interviewer:** Melita

**Interviewee:** Penny

Date: 19 June 2024

**Interviewer:** So, I'm conducting an interview to gather insight for developing a website slash online shop for Babiba the artist selling art pieces and limited prints. Is it ok if I record this interview?

**Interviewee:** Yes yeah

**Interviewer:** Ok so we're going to start with some general questions could you please state your name and age group?

**Interviewee:** Uh... Penny, age group...what is age group?

**Interviewer:** Uhm like uhm early 20s mid 20s

**Interviewee:** Ohh early 40s

**Interviewer:** Do you have any particular styles or themes of art you prefer?

**Interviewee:** Art? Uhh I think it's clothes more how to call it more...

**Interviewer:** Clothing? More clothing? Or..

**Interviewee:** Yeah I think this graphic might you mean the art style I like more like girly colorful young vibe and a bit graphical and I think that's the start yeah

**Interviewer:** Can you describe your involvement in the art industry?

**Interviewee:** Art industry ohh this a big word but at least I I think more relevant to you know that I have the social media channel and sometimes I post some product like from some uhh I think artist you can call it yeah like a brand like uhh small brand

**Interviewer:** Like influencer?

**Interviewee:** Yeah yes

**Interviewer:** How often do you purchase any painting or art pieces?

**Interviewee:** Hmm I think not much oh yeah I I think I like to buy from museum like Van Gogh museum or I went to like in France for uh like oseaan???? post by some poster more like that the classic art

**Interviewer:** So more like offline instead of online?

**Interviewee:** Yeah yeah offline I think offline yeah

**Interviewer:** Would you buy any art online?

**Interviewee:** It depends on the the the price I think if it is just some artist really cute design if I really see I really love it I really don't care whose artist maybe I'll buy it more from the or some cute and often time they art collaboration like H&M sometimes they have collaboration things and you know they're also expensive and if you like oh yeah or the UNIQLO they have this art collaboration and I buy these clothes online.

**Interviewer:** Ok um... what platforms do you usually use for this?

**Interviewee:** You mean social platforms uhh...

**Interviewer:** Yeah social or on the just on the web...

**Interviewee:** Yeah yeah on website website

**Interviewer:** On etsy...

**Interviewee:** I think it is not really art related the place I go I have no idea it's more like I just come across a few things or it just list if they have a fashion collaboration then it's just from the fashion website

**Interviewer:** Yeah...uhm do you have any frustrations about current online art shops?

**Interviewee:** Art shop at which example I can think of...

**Interviewer:** Like uhh for example the other interviewees said that there's a lot of ads on art websites...

**Interviewee:** Oh really?

**Interviewer:** Yes

not much this art kind of website so yeah because if you're thinking about really buying art piece I actually don't know which website I should go

**Interviewer:** Or maybe from Instagram...

**Interviewee:** Oh, Instagram yeah Instagram I see sometimes like jewelries clothes I I saw it once in a while.

**Interviewer:** What features would you consider essential for like an online shop?

**Interviewee:** Uhh this a bit too broad question I think

**Interviewer:** For art...

**Interviewee:** For art is it's really depends on which art I think

**Interviewer:** More paintings and prints

**Interviewee:** Paintings? paintings I do have one website I almost forgot to mention I there is a website called J or something for posters that maybe counts I totally forgot for poster I I only bought it once or twice it's a website to sell poster like uhh and the frames but that's all really graphical art it's kind of uhh yeah it's like uhh more expensive than IKEA of course but in IKEA sometime I also bought buy these posters so I think important if when I buy the poster of course the size...

**Interviewer:** The size?

**Interviewee:** Yeah like but normally this website you won't really worry too much about the quality of the poster it's like 30 euro I don't know how much you have in mind the price of buying this website but this the only thing I bought so-called art is poster between 20 30 euro but the frame is quite expensive...

**Interviewer:** Yeah yeah would you think the esthetic of the website is important?

**Interviewee:** I do think so yeah yeah

**Interviewer:** And how do you describe your ideal?

**Interviewee:** Ahh depends on the art I think just this art and then it's ok

**Interviewer:** So more leaning into the art itself?

**Interviewee:** Yeah yeah yeah because I don't know if every artist will directly sell their piece because I never really go to an artist website to buy the piece so it's only like commercial platform for all the posters for example yeah.

**Interviewer:** And what type of information do you look for when purchasing this? Like you just said that the size, anything else?

**Interviewee:** Poster... I think it's not really then sometimes we still get newsletter, but I think this thing is poster maybe you bought once and then for the kids room I bought one and I think for years I didn't buy anything from there anymore

**Interviewer:** Do you prefer having handpicked selections to choose from or be able to browse a lot of different options?

**Interviewee:** Yeah, what is handpicked options?

**Interviewer:** Umm suggestion, personalized like more personalized or just

**Interviewee:** I don't know if I have a scenario to think of right now or needs for that

**Interviewer:** Like for example looking for a painting for your living room

**Interviewee:** Mm-hmm yeah

**Interviewer:** And and or just like having a lot of different options from different categories

**Interviewee:** Ohh yeah I think it's a browse through maybe in the I remember for this poster I would definitely or when I need to buy some curtains and I will I'll go to the themes like flower I'll first go for flower and you see this flower probably I just and then for kids I go for some animals yeah so like a theme I think that's a quite nice this website to choose of course

**Interviewer:** Ok we're going to shift a bit to ecommerce and payment about the website and what payment methods do you prefer when purchasing art online?

**Interviewee:** Or in general...

**Interviewer:** Or in general.

**Interviewee:** I think I used iDeal PayPal and the Klarna sometimes it's more mostly the top three right yeah I use yeah

**Interviewer:** And how important do you think it is to have a clear return and refund policy?

**Interviewee:** That's very important although I don't know for for this poster paintings, I would really returned this maybe the chance a bit lower I think when I buy if I buy a poster I don't think I'll ever return...

**Interviewer:** Interesting and if it was damaged or something?

**Interviewee:** Ohh yeah yeah that's a good point so if I I think if you see the picture or a poster and then you come normally you won't say oh the bad quality or something and if it maybe sometimes, I get it oh the size is not right or maybe I'll put it in another other room or just leave it at home

**Interviewer:** How likely is it for you to be able to want to communicate with the artist directly?

**Interviewee:** Ohh if it's Instagram maybe it's nice because I think definitely there are chance that if I just check some Instagram I really like the I would I do normally I buy it I tag Instagram this person sometimes you get the artist will also like your post some artists in like in France I bought it and then I also met the artist and they're doing Instagram just post something.

**Interviewer:** So most likely to engage with them on Instagram?

**Interviewee:** Yeah I will I I like to do that if I can tag them always tag them yeah

**Interviewer:** What type of content do you find most engaging on an art website? like a blog post tutorials behind the scenes?

**Interviewee:** It's again you think about the art piece...

**Interviewer:** Paintings or usually just paintings...

**Interviewee:** Paintings?

**Interviewer:** Yeah.

**Interviewee:** I don't know if I really need to really read more about the artist that much no for me maybe ok you are artist you are more like yeah in this field maybe because I really let me think no I think about some I I can only think about more the fashion collaboration things

**Interviewer:** So if it was a fashion thing would you like want to know...

**Interviewee:** I bit yeah

**Interviewer:** To see more tutorials... or behind the scenes...

**Interviewee:** Yeah some sometime sometimes if because normally the collaboration fashion piece bit more expensive than if you see oh the artists maybe I just feel ok maybe less connected then I won't spend the money if I already know then of course you wanna spend a bit more money than you don't care about so maybe the inspirations and a link to the blogs but I don't know if it'll have a big influence yeah I don't know

**Interviewer:** Umm how do you usually hear about new artists or art pieces? through social media?

**Interviewee:** I think it's only from the commercial when they already have a product then like you can see a lot the they are selling their jewelries I think I'm that I know that maybe in social media than there are a lot of jewelries then you see that there after some time that you remember this brand then they know ohh maybe the artist but in my Chinese social media many times the designer itself will contact me then like individual designers they have all lot of this jewelry piece yeah then uh you just know ok there's a person doing this and normally I just help them with their business.

**Interviewer:** Ok so the artist comes to you more

**Interviewee:** Yeah, directly and normally I'm just more linear to just help them I don't need to tag them ok if I like the piece yeah I just help them a bit.

**Interviewer:** Do you prefer browsing art on the desktop or on the mobile device?

**Interviewee:** I do if think about it most of the time I use mobile device for these things right if in my social media they send me and every time I talk to this artist they just send me a pdf on my phone I don't really remember anything really looking at the websites that was last time when I buy the poster I definitely look at the website because you really having wanna have a better view but

**Interviewer:** It's only like if you're like really looking?

**Interviewee:** Yeah I guess if I buy from IKEA these painter or painting or this poster I remember but that was years ago maybe now I I think just I would just use phone to buy it probably

**Interviewer:** Have you ever faced any technical issues while shopping online?

**Interviewee:** I think everyone should have that...

**Interviewer:** Can you describe it maybe? like the technical issues that you experienced

**Interviewee:** Some user experience sometimes if you normally it's when the mobile phone in the website sometimes I think last time I even gave a challenge for student is ok maybe after several pages you go back and don't see the same product or sometime I think the zoom in zoom out especially you wanna see...

**Interviewer:** Details?

**Interviewee:** Ah also 3D view I think that's not always work for the Zara app or something and then few the visualization sometimes and how you see the details the product details sometime information maybe not so much

**Interviewer:** Ok and I have a few last closing questions uh is there anything uhh specific that you would would make you choose uh one online shop over another?

**Interviewee:** Yeah yeah yeah yeah

**Interviewer:** Could you explain...

**Interviewee:** one a shop because if you think by general things or everything...

**Interviewer:** In uhh art

**Interviewee:** Art? Oh oh art I don't know I don't buy art that much but I do think there are definitely few this poster website I remember that time I wanna buy this poster and I definitely think is the product more important maybe the user experience in a lot of times is less important for me if I really see the product I like sometimes if the website looks trustworthy that's only thing if it's ugly sometime I also buy from there yeah

**Interviewer:** How would you say the website it would make you feel trustworthy?

**Interviewee:** Ohh that's good question sometimes I there are some sometimes you have this sign I think is there's normally there are some security sign that uhh just was shown this website is trustworthy I think or I bought the poster because my friend already bought from there

**Interviewer:** Ahh from other users..

**Interviewee:** Yeah yeah yeah

**Interviewer:** And do you have any additional suggestions or comments for creating a better online art show experience?

**Interviewee:** Again, how much is your art how much do you think your art is art is one piece average

**Interviewer:** Uhh I need to ask the client I don't know

**Interviewee:** You know I think personally I think it's really depends on the art the the because last time we went to this event together right in the Strijp I think this clothes I just see it I just buy it €50 but if I see it online I think I probably also will buy it because some you see ohh it's so cute if the price is uhh ok and I think if then if the website is personal website from this artist I think most mostly you also feel more secure if it's linked to uhh ohh actually I don't know if this I never bought from any website like personal website from linking you can't buy it right sometimes the personal website actually I have never bought it

**Interviewer:** Would like the personal contact information make it more feel more secure or...

**Interviewee:** I actually don't know this good question now I think about it I've never bought any clothes online if there its looks cute or from the direct link from Instagram I'm always with in deed maybe with a bit skeptical in the way that if there's not a friend know this person then what if the payment

**Interviewer:** So you think other users ratings and reviews would help with this?

**Interviewee:** Yeah could be could be could be but then I think I need to do a bit more Google research or Instagram research probably I I will just be like ok maybe I won't buy it if there's something because you also don't know how the quality if their clothes yeah, painting itself yeah quite a good question or people prefer to see the art itself in this like last time we we bought in this event

**Interviewer:** In real life?

**Interviewee:** Yeah, then you see ohh she also have a website maybe then you can see ok you buy it or something

**Interviewer:** Ok like from a pop up, but if you meet the artist itself

**Interviewee:** Yeah

**Interviewer:** And then they would like advise you to go to the website...

**Interviewee:** Yeah then I think I definitely if I see the shop then they sometime they have ohh yeah it's our website you can also buy it online and then definitely yeah or maybe a platform for many artists it also feel more secure in

**Interviewer:** Like a community?

**Interviewee:** Yeah yeah I I wouldn't mind if that's then you see different arts different things then it could be good idea

**Interviewer:** Ok thank you that was all for this interview thank you for your time

**Interviewee:** Yeah you're welcome

**Interviewer:** Melita

**Interviewee:** Jan

Date: 19 June 2024

**Interviewer:** Okay so I'm conducting this interview to gather insight for developing a website slash online shop for Babiba the artist itself selling art pieces and limited prints. Is it ok if I record this interview?

**Interviewee:** You already started

**Interviewer:** To have it on record

**Interviewee:** Okay

**Interviewer:** Ok so I'm gonna start with a few general questions could you please state your name and age group you belong to?

**Interviewee:** My name is Jan my age group is between 26 and 60

**Interviewer:** Could you be more specific or not...

**Interviewee:** Well let's say 30 plus

**Interviewer:** Okay that's enough uhm do you have any particular styles or themes of art that you prefer?

**Interviewee:** I like photography, but I also like uhm illustrations in the Protestants ?? so for example comic art that's nice yeah

**Interviewer:** And can you describe your involvement in the art industry?

**Interviewee:** Uhm so that depends on your definition of art of course uhm I have been active in in photo and videography for quite some years um not recently though recently I you know I I hope that I inspire some young artists to become big in the future

**Interviewer:** Probably, uh how often do you purchase any paintings or art pieces?

**Interviewee:** Not very often occasionally I would say so that maybe in the realm of three to four times a year

**Interviewer:** Ok so...

**Interviewee:** So like a print or you know or something that you wanna hang at home or whatever

**Interviewer:** Hmm would you most likely do this online or offline?

**Interviewee:** Both if I'm at a convention I would do it there but online like ordering a print for when you move or when you change something that then it would be online

**Interviewer:** What platforms do you use have usually?

**Interviewee:** I have no idea but this uhh absolutely generic I was recently looking at Displate because I thought it was interesting because they they print on metal, and I thought that was a cool idea but uhm besides this not not nothing that I go always to or something like that

**Interviewer:** Okay not a specific...

**Interviewee:** No

**Interviewer:** If you were to browse through a website, what would you find most frustrating about the current marketplace online?

**Interviewee:** Ads...

**Interviewer:** Adds... ok do they have a lot of website with adds that sell art?

**Interviewee:** Yeah, I think that it happens relatively often so if you go to like art websites like I don't know it used to be TV and art or something like that then there's often a lot of ads nowadays or being AI skimmed and these kinds of things it's not very nice, I think.

**Interviewer:** Uhm what would you consider essential for an online shop?

**Interviewee:** Uhm a diversity in styles because you want to see alternatives plus also diversity in products so I I recently had like an illustrator that I really loved what she's doing she's from Spain and I found her Instagram and I wanted to buy an art print from her because I thought like oh that's really cool I like this, this actually happened few months back so I went to her online store and all she sells is A6 sized prints and A6 is like this yeah like yea ok well um then not. So that that that was frustrating at that very moment because I thought like ok at least you know you want to hang something if you really love it you know and you don't want it to hang a postcard size, you'd want to at least a little bigger so a diversity in products I would say is important in that case.

**Interviewer:** How important is a website esthetic for an online shop?

**Interviewee:** Uhm I think it is important but it's not as important as people sometimes think I think that especially if you want to put the artwork up front you want to you want to be relatively minimalistic in the design of the website because you don't want to obstruct the art and the the styles that you want to sell so rather a little bit held back helps I would say because if you are so if you look at art galleries like buildings or like then they're usually very minimalistic buildings too inside like you have just concrete walls and then the pictures are hanging there and this is a there's a reason you don't want to distract from the art piece I think that's the same with the website.

**Interviewer:** Can you describe an ideal online shop for art?

**Interviewee:** Like I said the minimalistic design uhm no ads which adds to the minimalistic-ness so focused on the products uh with the opportunity to look at what the artist is about, so you know products first then artist

**Interviewer:** So that comes to my next question what type of information do you look for when purchasing art?

**Interviewee:** Uhm technical information like size uh medium these kinds of things but also I would also be curious who was behind it like who has made it and what kind of person is that.

**Interviewer:** Do you mind if it's an original piece or duplicates?

**Interviewee:** I cannot afford originals so...

**Interviewer:** Maybe you can...

**Interviewee:** My Fontys Dollars are not gonna afford originals.

**Interviewer:** How important would the customer reviews and ratings be to buy art?

**Interviewee:** Not at all in terms of art uhm because I think it's a very it's a very it's a based-on taste and you look at something that you like and if someone else likes something it's not that relevant...

**Interviewer:** It's more personal?

**Interviewee:** If it's about you know the print quality or something that might be interesting but not about the art piece itself, I think that's a very personal thing that doesn't need reviews.

**Interviewer:** And do you prefer having hand-picked selections to choose from or just to browse a lot of different options?

**Interviewee:** I'd rather have a little less than high quality instead of like you know 50,000 AI generated docs to choose from.

**Interviewer:** We're going to shift a bit to the ecommerce and payment category

**Interviewee:** Yup.

**Interviewer:** What payment methods do you prefer when purchasing art online?

**Interviewee:** Uhm uhh... I tend to pay with like a credit card or PayPal or something like that.

**Interviewer:** So, anything global?

**Interviewee:** Yeah.

**Interviewer:** How important is it to have a clear return and refund policy?

**Interviewee:** Hmm... beyond what is what is I I don't think there needs to be anything else beyond what is uh by law like the 14 days I think that's fine I don't need anything else..

**Interviewer:** Nothing more?

**Interviewee:** No.

**Interviewer:** Uhm would you be interested in reading artist interviews and stories?

**Interviewer:** If I'm really if I'm really hooked on a certain community then I would say why not uhm I would not put this as a first creative like you know if you're maybe you know maybe like I said a little bit of information about the artist is nice and that could maybe be done in that way instead of just the biography maybe that's interesting but it's it's it's a secondary feature I think.

**Interviewer:** And how important do you think is it able to be able to communicate with the artist directly?

**Interviewee:** Yeah that depends a lot on the level of art that we are talking about so if you're if you're talking about you know if I would be able to buy originals then that would probably be very nice to be in contact, if we are talking about more like something that you hang in your home based or like a print or something then you probably don't really need to then it's like okay I buy a print for 30 euros and be done with it you know.

**Interviewer:** What type of content do you find most engaging on an art website?

**Interviewee:** The art

**Interviewer:** The art itself...understandable uhm how do you usually hear or uh find out the new artists or art pieces?

**Interviewee:** Instagram actually in my case

**Interviewer:** Social media?

**Interviewee:** Yeah, social media

**Interviewer:** Any other platforms like looking for it yourself on the browser?

**Interviewee:** Hmm no it's really if it's really coming from the the direction or this artist is interesting I wanna see what they sell but it was highly likely social media if I was looking like for for ok I need to print for that room because it's too naked then I might type into Google art prints or something but I think the main entryway especially for higher level or for like things that you really want is the social media presence.

**Interviewer:** Some closing questions...is there anything else specific that you would that make would make you choose another online shop between another?

**Interviewee:** Hmm uhm... since I am living in the European Union and I have experience with importing stuff from outside of the European Union if I have two art shops and one is in the EU and one is outside they sell me the same thing I would 100% go to EU one because the effort and the extra costs that import costs too and the weeks for long waiting wondering if it comes through or not is something that I find so immensely frustrating that this would be one of those criteria I would say it's the EU shop yeah so like dealing with customs and with import costs or not at all it's something that's a big point for me I think in this.

**Interviewer:** Ok so also like tracking the packages?

**Interviewee:** Yeah, but you know even tracking if it's imported it gets stuck somewhere in Amsterdam and then it isn't it's in an import limbo for three weeks and then you don't know what happens in that time and suddenly surfaces again you have to pay I don't know €50 and then it might show up at your door that's always very frustrating I think.

**Interviewer:** Hmm seems like you have the experience could you maybe elaborate a little bit more?

**Interviewee:** Uh... what exactly?

**Interviewer:** Like uhm the negative and the positive part...

**Interviewee:** About international shopping?

**Interviewer:** Yeah, did it arrive or?

**Interviewee:** Interestingly everything that I ordered eventually arrived but I have waited for for example T-shirts that I ordered in Canada because I liked an artist that made T-shirts uhm for I think 2 1/2 months uhm where I really thought it was lost and it was apparently sitting in some kind of pile on the import in the import office in in the Netherlands and then at one point you know they get to it and then they bill you for it and then you pay the bill and then it arrives anyways but in between you have zero information and that is extremely frustrating and also the but the seller cannot help you with that either because they cannot control it either you know the tracking it says it arrived in the country it's just like it arrived in country of destination and that's where it stands for the next 2 1/2 months and that's just frustrating.

**Interviewer:** So the only thing is like the transportation part mainly?

**Interviewee:** Yeah because uh custom and that's why I say like if I have the opportunity to order something locally locally in the EU I always prefer that because I know that this is not going to happen so if you are selling prints and you want to be big business then maybe you need to have like fulfillment centers how it's also called like you have to have print shops that sit in different zones where they are locally produced.

**Interviewer:** Franchises?

**Interviewee:** Yeah.

**Interviewer:** Ok last question do you have any additional suggestion or comments for creating a better online art show experience?

**Interviewee:** Hmm... no not really no

**Interviewer:** Just the transportation?

**Interviewee:** Yeah yeah

**Interviewer:** Ok thank you for your time

**Interviewee:** Sure

**Interviewer:** This was the end of the interview

**Interviewee:** No problem

**Interviewer:** Melita

**Interviewee:** Petra

Date: 19 June 2024

**Interviewer:** So, I'm conducting this interview to gather insight of for developing a website or online shop for Babiba the artist, selling art pieces and limited prints is it ok if I record this interview?

**Interviewee:** Yeah

**Interviewer:** Ok first we're gonna start with some general questions, could you please state your name and age group?

**Interviewee:** My name is Petra and actually today I turned 34!

**Interviewer:** Oh, happy birthday!

**Interviewee:** Thank you!

**Interviewer:** Do you have any particular styles or themes of art you prefer to?

**Interviewee:** Uhm... I can tell you what I really don't like.

**Interviewer:** That helps too...

**Interviewee:** I don't really like the whole modern contemporary art uhm I really like the old, the old stuff...

**Interviewer:** Old school? alright yeah uh... can you describe your involvement in the art industry? for example interest in finding a suitable painting for your living room or something like that.

**Interviewee:** I studied the arts and culture uhm... so I really like art, but in terms of finding art hmm... if it's new stuff yeah, I don't really buy new things but maybe if you know there was something that would help me pick

**Interviewer:** Ok and how often do you purchase any paintings or art pieces?

**Interviewee:** Actually recently quite often there was mostly on if there's like a little pop up event or...

**Interviewer:** Ok so mostly offline?

**Interviewee:** Yes yeah

**Interviewer:** And which platforms do you would you currently use or look for to purchase any art?

**Interviewee:** Maybe Etsy I think uhm but yeah most of the time I'd like to talk to the artist and see what their vision was behind before you know the 'art'.

**Interviewer:** So we're going to shift to the user experience and design category did you find uh... do you find, what do you find most frustrating about the current online art marketplaces if there is any?

**Interviewee:** Uhm... I think I can only speak about Etsy but I sometimes feel like it's a bit impersonal because that that's for me that's what I find important if I buy art from someone now like new then I want to know them I want to you know see their vision and stuff and I find with at least Etsy it's very impersonal it's just oh here by my stuff so yeah maybe something more personalized

**Interviewer:** More personalized, yeah uhm... what are features you consider essential for an online art shop would you say?

**Interviewee:** Uhm... Features... do you have any examples do you have any...

**Interviewer:** Uh... I don't know like process of the painting or something, a video...

**Interviewee:** Uhm... yeah something about the artist

**Interviewer:** Biography?

**Interviewee:** Biography yea yea yea maybe if they show their work somewhere that I can go visit it uhm... what else? Uh... yeah information about the piece so is it is it a print is it the actual piece is it um...

**Interviewer:** Is it original?

**Interviewee:** Yeah, and a very smooth payment thing if I want to buy it because I hate it if you have to jump through 10 things to buy something.

**Interviewer:** Right and how important do you think the website aesthetic should be?

**Interviewee:** Um...I think you should focus on the art and the artists themselves so maybe not too many distractions on the...

**Interviewer:** To make it simple?

**Interviewee:** I think so yeah because you wanna showcase the art.

**Interviewer:** Yeah uh... can you describe an ideal online shop for art? You don't have to

**Interviewee:** Ideal online shop... hmm not on the top of my head. Hmm... yeah maybe something that if I have let's say I have an account if it's like a platform uhm... maybe it can give me recommendations on new artists that show up or maybe local artists cause I find that quite important uhm so if I do have an account and it's like ohh this artist is from your city check him out maybe.

**Interviewer:** Ok and how important are other customers reviews and ratings in buying art?

**Interviewee:** Hmm... for art not so much I find it important for food, but art I think if I like the art then it's very subjective so...

**Interviewer:** more personal...

**Interviewee:** Maybe about the if it's about I don't know shipment payment whatever but about the art itself I don't think so..

**Interviewer:** Uhm do you prefer having a handpicked selection to choose from or being able to browse more on a lot of different options?

**Interviewee:** Uhm if it's like curated kind of like a museum I think that's pretty cool so because in the museum we also go to see a collection that someone put together for you uhm but sometimes if I just want to explore then I want the freedom to do that yeah

**Interviewer:** For the payment methods which one would you prefer when purchasing art online?

**Interviewee:** Uhm... one thing that I found maybe not with art shops but that they a lot of shops require I don't know like a visa or something which a lot of people don't have, and I find that really annoying...

**Interviewer:** Yeah

**Interviewee:** So, if you could have like options like PayPal or iDeal or something really fast that you can just get that over with

**Interviewer:** Multiple options?

**Interviewee:** Yeah

**Interviewer:** How is important is it to have a clear return on the refund policy?

**Interviewee:** Uhh I think it's quite important yes because I think I think it's also required by law? Maybe?

**Interviewer:** I'm not sure

**Interviewee:** Yeah, maybe something to research because yeah if it's a customer experience they need to be able to return things...

**Interviewer:** And you said it's important to be able to communicate with the artists directly, how would you want to do that if it was an online shop?

**Interviewee:** Uhm maybe... maybe there's like if it's like local artists maybe there's events that they're at or or book showing at a bookstore or something or at a gallery

**Interviewer:** Pop ups?

**Interviewee:** Yeah, yeah or um maybe you can schedule meeting with them I don't know how that would make them I don't know how that would work

**Interviewer:** Like a meet and greet?

**Interviewee:** Yeah... yeah

**Interviewer:** What type of content do you find most engaging on an art website?

**Interviewee:** Most engaging? Uhm, I like to sometimes see the process of the artist so sometimes if there's like a mini documentary or an intro to the artist like ohh this is how I paint this is the though process before I go then it'd be quite cool.

**Interviewer:** How do you usually hear about a new artist or art piece?

**Interviewee:** Hmmm I think mostly going to exhibitions or something or Instagram

**Interviewer:** Social media as well?

**Interviewee:** Yeah

**Interviewer:** And do you prefer browsing art on a desktop or mobile device? and why

**Interviewee:** Uhm I think I'm old so desktop...

**Interviewer:** Why do you prefer this?

**Interviewee:** Uhm just because I feel like I'm okay now I'm sitting down, and I can actually enjoy the art

**Interviewer:** Taking your time?

**Interviewee:** Yeah whereas I feel on the phone is a bit more like uh scroll scroll scroll scroll so I really wanna take my time to yeah well I think if it's like social media then you can just scroll but if I really want to look at the art then I would prefer desktop.

**Interviewer:** Have you ever faced any technical issues while shopping for art online?

**Interviewee:** Not that I know of, well maybe out of stock stuff

**Interviewer:** Yeah, limited editions?

**Interviewee:** yeah yeah yeah

**Interviewer:** Uhm is there anything specific that you would make you choose one shop over another?

**Interviewee:** Hmm... honestly, I I maybe it's a little bit simplistic but if a shop really looks like cheap or old I avoid it cause I'm like is this a scam?

**Interviewer:** Yeah

**Interviewee:** But if it's well put together then I think it it influences your uhm...

**Interviewer:** That's understandable

**Interviewee:** Yeah, because then it's also like ok someone put time and effort into this and this yeah...

**Interviewer:** Can you share any memorable experiences you've had with online shopping if you have any?

**Interviewee:** Uhm... well not like per platform but a few times I bought art like uhm to provide contacting the artist on Instagram and then it's a nice conversation that you have uhm but memorable with Etsy not really

**Interviewer:** Okay so...

**Interviewee:** I think yeah, it's more about the contact yeah

**Interviewer:** Yeah and do you have any suggestions or comments creating a better online art shop experience?

**Interviewee:** Hmm I think it depends what... if it's just do you want to give it like a uhm a gallery feel online like or or is it really like a shop? I think if it's a gallery feel then I think you might have to consider the uhm curated.

**Interviewer:** I think it's a mix of both

**Interviewee:** Hmm then really I really like picking the right pieces maybe for the right people uhm maybe you can have a sort of uhm if I create an account maybe I have like a little questionnaire about ok what do you like or or show a few random pictures they can be like ohh this is my thing with this or I really hate this and then you can base off that kind of show

**Interviewer:** Categorize it more?

**Interviewee:** Yeah, maybe cause a lot of websites now have that right? So, if you have that uh... looking for books and it's like ok what genres do you like then it can filter it out for you maybe that's something that could be cool.

**Interviewer:** Ok that's all for this interview thank you very much

**Interviewee:** Thank you