

Interview Script - SkinWay

1. How interested are you in skincare?

- Can you please elaborate on your level of interest in skincare and why it is important to you?

2. Tell me about your last skincare shopping experience.

- Could you provide details about the specific products you purchased and the factors that influenced your decision?

3. Are you currently using any skincare products?

- If yes, can you please share the types of products you use and their purpose in your skincare routine?
- If no, can you explain why you haven't incorporated skincare products into your routine?

4. What motivated you to get into skincare?

- Was there a specific reason or event that sparked your interest in skincare? Please explain.

5. Where did you first learn about skincare?

- Did you receive recommendations from friends, family, or professionals?
- Did you come across skincare information through social media, online platforms, or other sources?

6. On a scale of 1 - 10, rate yourself on how experienced you are with skincare (0 = not experienced at all, 10 = extremely experienced).

- Can you briefly explain the reasons behind your self-rating?
7. **Did you have to improve your knowledge of skincare to be able to use skincare product websites effectively?**
- What aspects of skincare knowledge were essential for you to navigate and understand the product websites?
8. **Did you know about your routine products before accessing companies' websites?**
- Did you have prior knowledge about the products you were interested in, or did you discover them through the companies' websites?
9. **Where did you hear about these skincare product(s)?**
- Did you come across them through advertisements, recommendations, influencers, or other channels? I
10. **Have you ever used the guides provided by skincare websites?**
- If yes, how helpful were these guides in your skincare routine decision-making process?
 - If no, what other sources or methods do you rely on for guidance?
11. **Do you usually read user reviews?**
- How do user reviews influence your decision-making when it comes to skincare products?
 - Are there any specific aspects you look for in user reviews?
12. **Is there anything more that you would like to see included in these reviews?**
- Are there any specific details or information that you feel are lacking in current skincare product reviews?
13. **Which sources do you typically go to for skincare product reviews?**

- Do you rely on specific websites, social media platforms, or other sources? Please mention them.

14. Are you part of any communities that discuss skincare?

- Can you share the skincare communities or forums you are actively involved in?
- How do these communities benefit you in terms of skincare knowledge and support?

15. What form of help/guidance do you receive from these communities/sources that skincare companies don't provide?

- In what ways do these communities go beyond what skincare companies offer in terms of guidance, advice, or information?