***PP: Could you tell me your name and age, please***

C: I’m Chantelle, I’m 25 (C)

J: I’m Joan, I’m 66 (J)

M1: I’m Michelle, I’m 30 (M1)

M2: I’m Michelle, I’m 36 (M2)

R: I’m Rosie, I’m 30 (R)

E: I’m Elaine, I’m 55 (E)

***PP: Do you ever browse for fashion online?***

All: Yes

***PP: You all do that, don’t you? What do you like about browsing for fashion online?***

E: Do it at your own pace, no pressure.

R: It’s convenient, I find that there’s more choice as well than sometimes there is in the store, sale items and things like that, rather than having to go through the racks.

J: There is more choice in sizes as well, much more choice.

C: It’s easier because you filter things according to your size or what you want

M1: Sometimes the shops are just a bit overcrowded anyway aren’t they, so it’s just easier to do it online, that way you’re not getting nudged or…

E: Saves time, you don’t have to trawl around the shops at the weekend, shop online anytime day or night.

M2: Yes, anytime.

J: And sometimes you can find things at a different price, if it is say a concession in House of Fraser, the actual, say it’s Miss Selfridges in House of Fraser, Miss Selfridge itself online would be a cheaper price than it is in House of Fraser.

M2: Some of the sales are just online so sometimes it’s a lot cheaper to do it online.

***PP: And what you don’t like about shopping online?***

E: Returns.

M2: Obviously you can’t see what the material is like online, so you get it and then it might not be the same as what you were expecting.

C: If it’s a new store, you have to worry about the sizing as well.

E: Because you can’t try on

R: I found recently as well, I got some gift vouchers and I bought something online, it’s never happened before, but they said the item wasn’t in stock, and I’d bought it on a gift voucher and obviously thrown it away because you scratch it and it’s not good to you, then they said they’d refunded it to the card, so, and it that was just recently but I’ve never had that before, normally I just pay from my account, but that was quite frustrating.

***PP: I suppose that wouldn’t have happened if you had gone into a store, so I guess you get a whole load of other problems online. And where do you tend to shop? Retailers that you know, the big high street names, or new retailers?***

Most: Yes, stick with the high street.

J: I bought something from a new one just before Christmas, Atterley Road it’s called, they’ve just got one shop in London. That’s the only time I had something delivered because I normally do click and collect, but they’ve just got one store.

***PP: And what sort of websites do you browse on? Any names?***

R: Dorothy Perkins is my favourite

TopShop

Zara

River Island

ASOS

Mango

House of Fraser

Lipsy

USC

***PP: And do you browse from the same ones that you buy from? Or do you browse on some and then buy from another?***

All: both

***PP: And when do you tend to browse? You say it’s very convenient and you can do it all times of the day or night, so what sort of times would you say during the day you may look at things?***

R: When TV’s on

***PP: Oh, yes, the multi-screen consumer***

M: When I’ve got an email because if you register online they usually ask for your email, so obviously you get emails during the night, and you wake up to like, however many, especially when sales are on so..

R: Yes, that can really prompt you, 50% off

E: Evening

M1: Or when you’re travelling, it’s just easier to do it on the train, like passing time as well

R: On the weekend, maybe like a Saturday afternoon if you’re just chilling, you might kind of browse then.

***PP: What would you say your favourite website is for browsing or for buying?***

M2: I like River Island website, it’s really easy to use and it always shows you what’s new, new arrivals, it gives you ideas, you click on an outfit and it gives you an idea of what to wear that outfit, you know, wear that top with, gives you outfit ideas.

R: I like Dorothy, it also does that, it says ‘you might also like this’, so if you see like a pinafore or something, you might also get similar designs, you’ve got more choice without having to search through the whole website

J: I like Zara and Massimo Dutti, I just like the way they’re set out, you can look at it, say 4 at a time or 8 at a time or 16 at a time, so you can do it very quickly or slowly

***PP: So you choose how you look at the website, it’s very personalised, OK fine. Any others?***

E: Karen Millen I like.

***PP: Is that for browsing or for shopping?***

E: For both, a bit of both, more so in the winter because I think the knitwear is very good and I do like the fact that they have nice bags, nice shoes.

J: House of Fraser because you’ve got lots of different brands

E: Likewise John Lewis I think is a good website

***PP: And any websites that you don’t like?***

R: I find Boohoo, I mean I don’t often shop there but I find Boohoo a little bit, they might have like 2000 items and that, but it’s really hard to kind of trawl through sometimes and I don’t find it as easily accessible as some other websites that I’ve used, I think they could do with making it a bit more…user friendly.

M1: Putting more filters on it

***PP: In terms of how the garments are presented, do you have any preferences in terms of seeing them on a model, or on an invisible mannequin?***

E: Prefer a model, personally

J: And especially when it says ‘the model’s height is such and such’

E: Yeah, you get an idea then.

***PP: Do you like it when they cut the head off or not?***

E: Prefer a head (all laugh together)

J: Marks and Spencer actually have the moving models, don’t they.

***PP: The catwalk video? Yes, and ASOS, so you can see how the garment moves and so on. Do you tend to use those features a lot?***

J: Sometimes.

M2: Oasis and Warehouse have them as well, you just click on and a little video and it shows you, good idea

C: With the 360 thing as well

***PP: Do you find those features helpful? Rather than just seeing a photograph and then possibly have the problem that it was not what you expected.***

E: Yes (all agree)

***PP: Are there some retailers that you think do this better, more visual information, that you may feel more secure in what you’re looking at or you think they are all doing this now?***

J: I think they are all doing much the same things now

M2: They all seem pretty similar

C: Although saying that, I bought a top from Debenhams the other day online, and I received it and I didn’t realise that the back was black, and there was patterns on the front but not on the back…yeah, they didn’t show that. I still kept it anyway.

***PP: So it was a nice surprise. And for those of you who have grown up with catalogue shopping, maybe older ladies, how do you find online shopping now? Do you find it’s much better than catalogues?***

E: I think it’s better than catalogues. I worked in mail order and I was there when it was the transition to online but I do think the online is much better now, I mean, not ploughing through a book.

M1: Everything’s updating as well.

J: I’ve never done catalogue shopping actually. I went onto online when I retired from work because I worked in town so obviously every day I was kind of mooching around everywhere, so then I went straight to online.

***PP: In terms of browsing, have any of you put anything in your shopping cart and decided not to buy it?***

Yes, all agree

R: I tend to put anything in there which I quite like (laugh all together) and then I choose my favourites, I kind of do it like that.

***PP: So it’s like your wish list. Does anybody else have any other reasons?***

E: I think as you’re going through you might see something you prefer more to the first thing, sort of chop and change, just the way you would in a changing room really.

***PP: So just because you put it in the shopping cart, it doesn’t mean you’re going to buy it?***

E: No, because that’s a quicker way of doing it, than then going back, thinking half an hour ago I fancied such a thing and searching for it again, yeah.

M1: Especially when you’re shopping for an occasion and you know exactly what you want, say a pair of shoes, you can go through, you know, and go ‘right well, I like them’, but then change your mind, the colour may not be right or something, you know, so it’s just easier to get rid of it that way.

C: Sometimes I don’t follow through because if it is just like one item, you find that you have to pay the delivery on top of that and it is not worth it sometimes.

***PP: And in terms of returns, have you all returned something? Clothing?***

Yes (all agree)

***PP: And what is the reason for that? It wasn’t what you expected it to look like? The material?***

Yes (all agree)

M1: Or it wasn’t in great condition when you got it, for example when I got something there was threads, and it wasn’t fantastic, it didn’t look like new, so maybe someone bought it and returned it, or worn it, that kind of thing, so it’s a bit annoying, whereas in the shop, you can look at it and actually walk out with it and instead of it being delivered, so you don’t have to wait longer, do you?

E: I think also, sometimes you order, I know I do, order two sizes, because however you want to wear that item clothing and then you obviously you know you’re going to take one back.

J: If you want a specific style you can order multiples, and then see which you like best.

***PP: So you create a sort of home changing room rather than having to battle and wait for the changing room in the shop?***

J: Because if I was in a shop in town I wouldn’t try anything on, I never do, especially in the winter, I’ve got too many clothes on. Even in the shop I wouldn’t try anything on, if I was, I’d buy it, take it home and see.

R: I find, I have certain retailers that I know I’m the exact size, like for Dorothy I’m always like an 8 but I ordered something from Jane Norman recently in an 8 and I found it was too tight around the back and it just wasn’t, even though other things I’ve got the same, also a size 8 from Jane. Because you can find, that Next, I find are slightly bigger, than say Topshop or River Island, so I find that some retailers seems to do bigger sizes than others.

***PP: So you said quality reasons, didn’t look like what you expected it to look, sizing and you just thought you try a number of styles and pick the best one so you are always intended to return something anyway. In terms of products bought online that were not as you expected, you mentioned threads hanging off, the quality not being very good and the colour and so on. What sort of devices you use to browse and buy fashion online now?***

All: Mobile phone, Tablet, Laptop

***PP: So everything?***

M2: Even my Kindle, it could be faster but it does the job.

***PP: And do you tend to use different devices at different times of the day? Are they your own devices, or family devices, or work devices?***

All: A mixture

E: I would tend to use the laptop at home but maybe if I was out somewhere I use the tablet or phone…I’m not a lover of doing it on my phone, just because of the screen size, it’s just all a bit small.

***PP: But you like tablets then?***

E: Yeah, I think that’s ideal.

***PP: You prefer that over a desktop or laptop, the touchscreen device?***

M1: When I’m watching TV in the evening it’s just easy to have isn’t it, in your hands, it’s not taking up any space.

J: Tablets seems to be a bit quicker don’t they, than laptops.

***PP: And you get good visualisation with the bigger screen and so on? (they agree) OK. So you may use them early in the morning, when you have any downtime, when you’re travelling, when you’re relaxing on the sofa and when you get to bed maybe…***

All: Yeah

***PP: Explains the Shoogleit technology and shows participants the rotation and the scrunch. What do you think about it? What’s good about it? What don’t you like about it?***

C: Wow.

M2: It’s a good idea, it gives you a feel for it.

E: You can see the texture can’t you. Oh it’s folding up, yeah, very good.

J: That is good because even if it gives the material as viscose, you don’t know whether it’s going to be thick or thin or creasable or whatever.

E: That’s very good, I like that. It’s like seeing it on the model isn’t it?

J: It is good. The material one is really good.

E: Is it with the ends of your fingers?

E: I think that’s really good. The pink knitwear.

All agree.

***PP: Do you think it’s more relevant for some fabrics more than others? I think it works well for thick knits.***

C: Yes.

E: Yes. For knits.

J: Or sometimes if they say cotton but you’re not sure what kind, if it’s very fine cotton, or heavier cotton, or cotton jersey.

***PP: I think the thick knits were quite useful.***

J: The tweedy sweater as well.

***PP: What about the model?***

E: Very good.

All agree.

***PP: Did you like that more than watching a catwalk video?***

R: Yeah definitely.

M2. That seems a bit a bit smoother whereas when you’re watching it, sometimes it starts buffering or stuff like that.

E: I think that’s very good for that particularly knitted one, that camel-coloured. You can actually see the wool and how soft it looks, the flecks.

***PP: Anything you didn’t like about it?***

No.

***PP: Was it easy to use?***

M2: It did play up sometimes.

C: The finger thing. If it was introduced, people wouldn’t necessarily know how to use it, it’s only because we were told.

E: Maybe you could have something at the bottom, just to explain.

J: Yeah because it’s only like zooming in, isn’t it.

***PP: Would you like to have it on the full screen, or on half the screen and see the whole garment too?***

M1: To have maybe the option, you know because sometimes when you are looking at it, it’s only small, but you can click on it to make it look bigger, to have that option there anyway. But I see what you mean, like, maybe making half of it big, and one section then seeing the mannequin on the other side.

E: Yes I think you do need to see the garment as well.

***PP: Anything you don’t like about it?***

All: Not really. It’s a good idea.

***PP: Does it give you more information about the product?***

All: Yes definitely.

R: I think it gives you a much better, kind of view, of the product, than some. I don’t think when you have them on a mannequin, I don’t think, sometimes it looks anything like them. Because you can compare a mannequin to sometimes a live, like a model, sometimes they have both, and they don’t look anything like the mannequin sometimes, so I think that gives you a much better idea on what you’re getting.

***PP: So it’s more realistic?***

All: Yes.

***PP: Do you think it would be more suited to some websites rather than others?***

M1: I think they’d probably all take it on. As soon as one starts doing it, they all tend to follow, don’t they really.

E: I think maybe the fabric thing would probably start with more expensive garments, where you did want to see the texture of the fabric.

***MB: Could you tell us some more about the product visualisation technologies that you use, like the catwalk video or the zoom, what you like about them?***

E: Well to zoom in you can see the detail of the garment, which I think is quite important, so you can make comparisons between one garment and another.

***MB: So you use it to make comparisons?***

E: No but what I mean is you can see the detail, you can then look at something else.

M1: You can choose between 2 pairs of jumpers, you can zoom in on one or both of them, to see the quality of them.

***MB: And the catwalk video?***

***PP: Would you use a catwalk for some garments rather than other, say dresses?***

R: I don’t like the catwalk video, I feel like I’m going against the norm here but the only time I like them is on the shoes where you can spin them around and see the heels but I don’t really think it gives me anything that I wouldn’t get with just a picture.

M1: It’s always different on different people anyway. It’s not false but it’s not maybe how it would be on you anyway.

***PP:*** ***And is that because the model is not like you? Some people have said it would be better to have a range of model shapes.***

M1: You’ve got all your different shapes as well.

***PP: Maybe that’s why they go to the invisible mannequin. A lot of retailers are investing in the catwalk video now so it’s interesting that you don’t all see the value of catwalk videos.***

E: I mean certainly with a dress, you can see how it moves.

R: You do get a better idea of what it looks like because sometimes when it’s just the picture you don’t know whether the material is really thin, you know whether you could see through it, and when it’s on a person obviously you can. So I think it’s quite helpful.

J: It’s actually going back to say, 40 years ago where you used to have a store and models parading through with clothes on, it’s reverting.

***PP: Anything you would like to see in the future?***

J: I think it would be good if when you are trying to find out what size it is, you’ve got to go to a different page to see what their size 10 or their size 12 is, whereas if there was a little box that you could click on that would give you the measurements for their size 10 and their size 12, I think that would be good. They all vary and some of them say ‘true to size’, I think for me it’s very useful to say what height the model is.

R: Not all websites, some websites have ‘recently viewed’ and ‘you might like this with this dress’, or ‘this is similar’, but some of them don’t. I really like that, that’s one of my favourite things now for online shopping and some of my favourite websites, so I think the ones that don’t have that need to get with the times.

***PP: Just to finish off, what’s the best and what’s the worst online shopping experience you’ve had recently?***

E: I ordered 2 dresses from Karen Millen just before Christmas and I thought that was really good. I could clearly see what I wanted and when the package came, it was so nicely packaged in all the tissue paper and in a box and in a bag, and I thought that was really nice, whereas sometimes say, my daughter’s ordered something from ASOS, and it comes, she might have paid quite a lot and it comes stuffed in a little plastic bag, screwed up, sort of leaves a lot to the imagination. So that’s what I’d see as worst and best kind of thing.

***PP: So attention to detail, the delivery and the packaging. The whole process.***

E: Yes, yes.

R: Probably my best shopping experience is just quick delivery and not charging a fortune for delivery, but ultimately it’s the product. If I buy and everything I buy is what I expected and fits me well then I’m happy, whereas my worst shopping experience is probably where nearly all the products I had weren’t what I thought they were going to be, they didn’t fit right, just had a nightmare and I had to send them all back, so that’s my two comparisons. Obviously a nice box and the tissue paper wouldn’t go amiss as well, you know, as long as the dress is inside, I’m more bothered about that, but you know, I wouldn’t say no to Karen Millen packaging either.

M2: Much the same would be good experiences, nothing really stands out, I do enjoy using it, it’s just really convenient and I like it. But bad experience, recently I bought a pair of boots from BHS online and I clicked & collected, went into the store to pick them up and they didn’t fit so I brought them back to the store, they wouldn’t return them in the store, you had to post them back, like that just drove me mad, really inconvenient, because they were boots you can’t return them to the store, so I had to go home and go to click and collect and return them that way, even though it was free to return them because it was CollectPlus but still it was inconvenient. I made two trips.

M1: I bought something from USC online, again I did click & collect, so I was already a bit annoyed that I had to pay for delivery when you’re delivering it to a shop. I mean, I don’t mind if you’re delivering it to my house, like door to door, but I’ve got to go and get it, and then it was wrong anyway, but then I had to send it back online, so I couldn’t do it there and then. So you’ve made me come into store, and it’s not right, so can I send it back and I’ve had to go to the post office and send it back that way. But again, the best experience is just getting it delivered and it’s right. But one of the things I do like about online, which I meant to say is you can also see other people’s reviews, and that’s quite helpful, do you know what I mean, what other people have said about it, or what they’ve not liked about it, you know, so that’s one of the best things about being online.

R: Yeah, and everyone’s saying this does not fit right, it’s hanging at the back so you think ‘right, I won’t get that’.

M1: Or after a wash it’s done this. So that’s one of the best things about being online.

E: I suppose when people say something like it’s not washing well, that’s really good, isn’t it.

M1: It’s useful for them because they have that thing don’t they, ‘was this useful’, click ‘yes’ or ‘no’. So you can actually see yourself probably a lot of people are going to get to that item, so I find that, like I say, just being delivered and it’s right.

J: The only thing that annoys me, if it’s click and collect and you take it back, they all have different methods of returning your money, sometimes they do it there and then on your card, other times they’ll say it’ll be about a week, or if you paid by PayPal, you have to wait for it to be put back into PayPal, I think it should be more standard.

C: I think the best thing is getting the product really quickly. Sometimes you don’t expect it so fast.

J: Sometimes it comes the next day.

C: Yeah, and you don’t pay for next day. I don’t really have a bad thing, apart from sizing, which can be a pain especially with shoes, I think the sizes aren’t standard, and it’s really difficult to buy shoes online.

M1: Also all sites are using cookies aren’t they, so wherever you go you can see what you’ve been looking at anyway.