***PP: Could I start by asking you for your first name and your age please?***

My name is Chantal and I’m 34.

My name is Karen, I’m 51.

My name is Sonia and I’m 32.

My name is Dionne and I’m 28.

I’m Laura and I’m 44.

And I’m Chris and I’m 61.

***PP: I’ll start by asking, do you ever browse for fashion online?***

All: Yes

***PP: So all of you do that. And why do you that?***

Laura: Just to see what new styles, new fashions, what’s new coming into the shops. I’m just very interested in fashion.

Karen: I think the ease and the comfort of your own home as well, you know, that’s quite good.

Sonia: I’ve got a one year old who doesn’t like shopping so much so it’s easier to have a look online, I can have delivered it to home, I try it on and if it’s not right, send it back, so it’s less hassle, it’s easier.

Dionne: I’m the same, I just find it much easier to be not with my daughter. I don’t enjoy the shopping experience sometimes if she’s with me, so now I spend a lot of time browsing.

Chantal: You can get access to the sale as well so if you didn’t want to go out and be in the rush of the sales, you can be quick online as soon as the sale starts.

Chris: It gives you all special offers and what’s on offer that week and all that sort of thing.

Karen: I quite like delivery to store as well, you know, if you are going to be out anyway but without the hassle or…

Laura: And no charge either?

Karen: No, it’s free of charge.

***PP: So you don’t have to go through like searching through the racks in the store and find they’ve not got your size. So that’s convenient.***

Karen: That’s right. And I find, you can go and try it on there and then in the changing rooms, and if you don’t want it or it’s not right for some reason, they just take it straight back.

Chris: Sometimes you can put in what you’re looking for and then it saves you having to just go round shop after shop after shop. It’s there, exactly what you’re looking for. You know, if you want a white fitted, you know, something.

***PP: And are there any problems about shopping online? Anything you find risky or frustrating?***

Dionne: If you need something for maybe Saturday and you’re sat waiting thinking “please come, please come”. Sometimes it can be that. I know I should get ‘next day’ but a lot of the time it says it’ll come within 3, but if it goes a bit past it, you can worry a lot.

Laura: I like to shop on my phone and some sites are much better than others and that’s really frustrating. I mean, they’re the high street stores, and they’re just really bad.

***PP: They don’t have the mobile optimised sites, you can’t see it. OK.***

Karen: I think when they change the system it’s not always the easiest that they do, I’ve found with M&S one, the new website, I thought it was just me actually but I know a few people that found it quite horrific trying to get in and deal with the new website on M&S.

***PP: Do you mean the navigation through products?***

Karen: Yeah. I don’t think they’ve made it step by step, it’s made it very awkward to get in, you know, needing previous passwords and things like that rather than just making it easier for customers.

Chantal: Sometimes sizing can be a problem as well because if some stores are different sizes and you might buy a size 10 and when you get back it could be either too big or too small. And when shopping online some are American sizes and it’s a hassle with the sizes.

***PP: OK, sizing, fine.***

Sonia: I’m always a bit dubious about, if you go to the shop yourself you would pick, if there was say a few size 16s, you would pick the best looking one. And I’m always worried thinking ‘oh, will they do that’, but they always seem to come like pristine in a plastic, like clear bag as if they’ve come straight from the warehouse so I don’t think they’ve been on a rail and picked out of a shop, but I always worry thinking it may have a pluck or a bit of make-up on it and like you say, if you want it for that Saturday night, you haven’t got time to take it back and change it, or wash it perhaps.

***PP: Or with print placement and you pick one in the shop and make sure the stripes match up.***

Yeah, yeah.

***PP: That’s an interesting point. Do you find easy enough to visualise garments on a website?***

Chantal: A lot more do they do the catwalk thing so you can see a person walking in it, so you know how it would hang, that’s really good, I like it when they do that.

Chris: And you can zoom in as well, because at one time, I was always first of all, I don’t know about ordering as I can’t feel it, so I don’t know what it feels like, the material, but you can zoom in now, and look at how the back is.

Karen: I was going to say showing garments from different angles because usually they’ll quite often show you the back or the side, or if it’s a handbag they’ll show you the inside, and it’s quite useful.

Laura: I like when they say, the model is wearing size such and such, and what height she is, because then I think, ok, well it’s there on her, so it’ll be there on me. That’s really useful.

***PP: Do you have any favourite website you use for shopping or browsing? Some for browse? Some for shop? Some for looking for inspiration?***

Laura: I think Topshop’s a very easy, user-friendly website and All Saints is just horrendous. Because I mean the majority of it on my phone is just not compatible, and you can’t see properly and it jumps off and then it comes up with a sign ‘being directed to the US site, do you want to continue?’ And I think, do you know what, I can’t be bothered.

***PP: Too frustrating***

Dionne: I tend to look more on Topshop, River Island but I do tend to buy more from Boohoo and PrettyLittleThings because it’s a lot cheaper but I do get more fashion tips from them and try to find my own look on a cheaper one.

Sonia: I tend to stick to the same shops that I would go in if I were shopping, like I have my staple ones where I know what size fits me and I tend to go to them, like Warehouse, River Island.

Laura: I think if you have good experiences and if they keep you informed from the minute you place your order with an email to the minute it’s been shipped, to the minute it’s on the road, I think it’s fantastic. For example, bad experience, I ordered my daughter some sandals, four pairs of sandals two and a half weeks ago, they took my money last week and I still haven’t received them. I said to my husband, I won’t use H&M again now.

Chantal: I like Next, I get loads of clothes for my son and usually when they say the delivery comes, it usually comes within the right time, so I’ve never had any problems with them.

***PP: OK. And what sort of visualisation options do you tend to use on a website? You have talked about catwalk, zooms and so on. Is there anything else you would like to have on a website to see a garment?***

Chris: I think especially Next, I don’t know about anybody else but I always find, and M&S, they look a bit naff on the website, some of the clothes, because they are just sort of hung there, a top is just hung there, and I think well it looks really unappealing. So you do tend to look on websites where, you know, things look a bit better and a bit nicer, like you say the catwalks ones and those sort of things.

Dionne: I find the reviews really helpful because it’ll be like people saying “oh, I’m a size 14 and it was tight”. So I think, OK, go with what other people think. Some people might say the material’s clingy, or something like that so you can judge a bit more, than with just the pictures.

Sonia: Yeah I like the reviews too.

***PP: And do you like to see the garments on a model? Do you like to see the face of the model sometimes? Or you prefer the invisible mannequin thing?***

Laura: I’ve not really thought about that.

Chris: I think a model.

Karen: I think you can envisage more it looking on you, and I think like you said about the height, I think that’s really useful, I can judge how much I’m going to lose on the dress if she’s 5 foot 6: half of it usually!

***PP: And do you enjoy using new website features you haven’t used before?***

Chris: Yeah, definitely (others agree)

***PP: And do you enjoy the browsing experience? It’s fun?***

Sonia: Yes, it’s relaxing.

Chris: It’s like years ago, you used to look through catalogues for ages (laughs)

Laura: I think it’s a female thing.

***PP: I do it before going to sleep, I’m terrible.***

Karen: Sometimes you look at your watch and you think blimey, have I been looking this long?!

***PP: So do you look at websites even if you don’t have any intention to buy from them? Just to have a look?***

Laura: Oh yeah.

Chris: They’ll send me an email, won’t they, saying ‘sale’ or ‘tops’ or something and you think ‘oh I’ll just have a look’, and so you have a look.

***PP: So it’s more the delivery and the payment process that’s frustrating, rather than going on the website and seeing the garments. Have you ever abandoned your shopping cart?***

Yes (all)

***PP: Why?***

Laura: If I know I’m going into town or something, but then I’ve gone into town, for example I put a Boux Avenue bikini and I thought I’ll go and get it in town, of course they didn’t have it and then it had gone out of my cart, and then it was out of stock. I thought serves me right.

Karen: I’ve gone out of frustration, I know particularly with the M&S one, it used to be very, very simple, you know, I’d go and click and they made it sort of quite difficult really or I think it was quite difficult, the experience, I think out of frustration, you’d put some things in and then think ‘oh bloody hell, why won’t they accept it’, and end up clicking off out of frustration occasionally.

Chantal: Some websites you click to put them in the shopping basket and then when you get the summary sometimes it says they are out of stock.

Sonia: Warehouse do that and they put it in your cart and they take the money but then they say, “it’s not in stock” but they’ll find it from stores around the country, so it then goes out of the delivery date that, you know, they say 3-5 days, because it’s not in stock in the warehouse, they have to get it from a shop it goes over, but there’s no compensation for that. I don’t tend to do stuff rush buying though, because in case if it doesn’t come, then you haven’t got it, but on Warehouse because it goes in your basket, and they take the money, you think that they’ve got it, and they’ll send you an email after and say it’s not in stock in the warehouse but we are searching stores nationwide to find it for you.

Karen: That would be quite frustrating, because you would actually imagine having it.

Sonia: There was something I got once, I think they had to email me a refund because they couldn’t get one, there wasn’t one.

Karen: That would annoy me more, because of the payment side, it’s a bit cheeky isn’t it really.

Chris: Yeah, they shouldn’t take the money.

***PP: Do any of you buy more things that you plan to keep?***

Yes, definitely (most agree)

Laura: Definitely. Unless I know exactly what I want, I’ve seen it in store, then I will go and just buy that item, but yeah, I usually over-order.

Sonia: I did that recently at River Island, I bought two swimming costumes and I thought when I get home I’ll see which one I like best and I ended up keeping them both and spending double what I’d intended.

Dionne: That’s what happens.

Chris: That’s what you used to do with catalogues, you used to order loads of stuff, try them on, see what you like and what you didn’t like you’d send back. I think that’s the idea, that’s what they want you to do, and keep more that you thought you would.

Karen: I mean I have ordered 2 different sizes, I’ve done that quite often because I don’t know if I’m a 16 or an 18, you know.

Dionne: When it’s difficult to send it back, I don’t tend to order stuff to send back on purpose, but I do on some websites because if it’s an easy one where you can just take it to the shop and they send it back from you, I tend to order more from them.

Chris: Yes, Next and those type of places, yeah.

***PP: You have talked about sizing and how you may return it because of the fit but have you returned some things because they didn’t look as you expected? (fabric, colour)***

Yes, definitely (agreement)

Chris: Yes, it just didn’t suit. Yeah definitely, I have, lots of things.

Karen: That’s one of the things I suppose that’s missing, the feel of something isn’t it, you know if something feels like quality, or it might come and you might think, it looks a bit cheap or something.

Dionne: Sometimes the colours are a bit off as well. I don’t know if it’s the lighting where the model’s stood but it’s slightly different to what comes in your house with your normal light, not all the time but sometimes it’s a bit not as bright as it does when it’s on the website.

***PP: And that can be disappointing then.***

Dionne: Yeah.

***PP: Laura, you talked about browsing and shopping on your mobile, what do the others use?***

Chris: Laptop (all agree).

***PP: Why?***

Chris: Bigger screen, easier, I don’t really like using a phone for… I think if you got the bigger ones.

Laura: It’s not easy, I can’t get hold of it as my kids are all on the iPad.

Chris: If I had an iPad, I’d probably use that but I think on a laptop you can see better.

Laura: Yeah.

***PP: And you use your mobile sometimes?***

Laura: Unless I can get the kids off the iPad.

Dionne: To be honest I use all. I use my phone if my daughter’s got the iPad or they’re watching or it’s being used somewhere else but when I’m in work on my dinner I’ll be using the desktop, so it just varies. Normally if it’s just me on my own, I sometimes go on when I’ve just woke up, lying there, I’ll have a little nosey, or someone might have sent me a message saying there’s a sale on, so I look on my phone. But I find the phone and the iPad has the same problem with the mobile screen, doesn’t really make a difference, some of them are made for just a laptop or desktop, so you have a similar sort of problem on them.

Chantal: I use my phone or iPad but I download apps, like some shops have an app so it fits the screen better. On your phone though it is kind of small and you have to enlarge it to see the image a bit better. Probably I’d say, more often than not on my phone. Like you say, when I wake up or before I go to bed at night I’ll just have a quick look.

Karen: That sounds very technical (laughs).

Chris: (laughs) I’m not an Apple person.

Karen: I think mine’s more to do with the time of the day really, you know, after work I might have relaxed or be having a glass of wine or something, just chilling, I do it on the laptop, you know if I’m sat on the sofa or something, or just relaxing, I’ll tend to look through there, then start scrolling through, looking for things.

Chantal: Laptop or tablet because I haven’t got a smartphone but if I’m out and about or my mum’s with me, sometimes I might just sit in the car and check my email or just browse for stuff.

***PP: Explains and shows Shoogleit technology and respondents interact with rotating the model and scrunching the fabrics on the iPads.***

Various comments from respondents:

Oh wow, I love that.

That’s amazing, isn’t it.

It really is.

Oh it’s gorgeous, it’s showing the shimmering.

And the fact that she’s moving, she’s really moving.

You can see the thickness of it.

Oh I love it, it’s amazing.

It’s good isn’t it.

Oh my god, I’ll never leave the computer now, it’s amazing.

That’s really good.

I like the material ones.

You can see how thick it is.

And you can see how it hangs really rather than just.

***PP: Did you like that?***

Amazing, loved it, yeah (all agree)

***PP: Did you find it useful?***

Definitely, yeah (total agreement)

Chris: You can really say what the garments look like and get an idea of everything.

Karen: Yeah, each angle, the proportions.

***PP: And you like the idea that you control the model with the video, go back and forward?***

Chris: Yes and the fact that she actually moves in real time, it’s not like you’re just whizzing something round, that her feet are actually moving, she’s…

***PP: So you like the idea of the real person?***

Yes, definitely (total agreement)

Dionne: She’s actually turning round isn’t she, not on a turntable.

Chris: Yes, that’s brilliant.

***PP: And the fabric, would you say it was useful?***

Yeah (agreement)

Laura: Yes, because you can see how thick or thin, yeah, really good.

***PP: You might be tempted to use that if it were on a website then?***

Yeah (agreement)

***PP: Did you find it easy to use? Or it was a bit annoying? Or anything like that.***

Yeah, I think it’s easy, very easy (all agree)

***PP: Would you say you’re touchy- feely people when you go to the store?***

Yes (all agree).

***PP: And what about the model? Do you have any preferences? (head, no head, different shapes)***

Laura: Maybe they could do a contrast you know, a size 10 and a size 14.

Chris: So you get an idea.

Laura: Because everybody is different, it’s hard to visualise when they are all skinny and tall.

Karen: Yes, you tend to think because you think really if somebody is very thin, I know this is a sweeping generalisation, but you tend to think that whatever they are wearing looks fantastic on them, you know?

***PP: But sometimes it looks better on somebody a bit more curvy, but you never see that.***

Karen: yes, that’s true.

***PP: Maybe something you would improve about this technology? Do you prefer to see the model in the studio or outside?***

Laura: I don’t think it matters, you don’t even notice that.

Chris: The studio would be fine.

Chantal: The white background, there’s nothing else to distract you.

Laura: The only thing with the handbag is maybe open it up to see it inside.

***PP: Like on John Lewis you can see that on the handbags.***

Karen: Yes, because if it’s still moving through you can see how many zips are on the inside and the compartments and everything.

Chris: Because the model is actually moving around I don’t think it matters whether their heads are there or not.

***PP: But you liked the fact that she was moving?***

Chris: Yes, yes, that she was moving, really moving.

Dionne: I think a good idea might be when, now we’re spinning this one, we should be able to check the material while we’re on her, so rather than going back and coming back in, see the top and feel the material.

***PP: Yes, go straight onto it somehow.***

Chris: Yes, that should be at the side, so you can click on it and feel the material.

***PP: And did you find it enjoyable to use? Would you maybe spend a few minutes using it?***

Yeah (all agree).

Laura: Hours!

Chris: I think the more you have interactive is better, everything now is you want to be doing something, it’s just tedious to be scrolling and looking at tops and things, with something like that you feel, “oh well, let’s have a look at that” and you’re doing something, so it’s interesting.

Chantal: It’s more about the shopping experience, isn’t it, because you can gauge more about the fabric.

Karen: And you’re also getting an idea of what goes with what if you’re not particularly good at coordinating things or whatever, you’re getting an idea because they’re showing you the full body, maybe the shoes, you can see the complete look.

Sonia: I like to see the complete look.

***PP: Yes, you can see the styling and the whole outfit details, like on mywardrobe.com, they say the model’s wearing these shoes with these jeans with this bag. For those of you who shopped on catalogues before the internet, that just showed the flat picture, did you find this is a big improvement in shopping online?***

Chris: Massive improvement.

Karen: A world away from what it was.

Chris: 9 times out of 10 when you got the stuff, from the catalogue, you opened it up and said, that’s not what I looked at, this is awful! (laughs) Yes, catalogues were notorious for that.

Karen: Yes, why have I bought that? (laughs) Yes they were absolutely, they’ve come on leaps and bounds. Every improvement is an advantage, really.

***PP: Is there anything you would like to see that maybe doesn’t exist yet? Anything at all.***

Dionne: I would like to see a model in all sizes that they offer the clothes in, that would be really good, just to see a bit of a difference.

***PP: Is there anything else you would like to say? I think you are quite happy with the process overall just*** ***maybe the mobile sites and the delivery side of things could be better.***

Yeah (all agree)

Laura: Yes. Still spending money.