

# M1: Tell us about your cool "finds"

## Overview

You've bought some cool things, and we'd love to understand what they are, what you like about them and — most importantly — how you discovered them. That's it! This is a super-simple mission, and we hope it'll be a fun one!

## Instructions

**WHAT:** Submit at least 5 snippets over the next 5 days, each showcasing things you've purchased (your "finds") and are excited about.

**HOW:** For each of those 5 purchases, submit a snippet with a video showing us your find. You'll answer a few questions about it, such as what you like about it and how you came across it.

DOs and DONTs:

DO show us everyday purchases as well as bizarre and unique items.

DO show items you purchased yourself in the past month (or today!)

DO show us physical purchases (e.g., a bag of cookies, shoes; scarf; wine cooler; bottle opener; VW van; robotic chef).

DO show us intangible items or services you purchased (e.g., software; car-sharing service; cooking class; massage).

DON'T show us items you received as a gift.

DON'T show us items purchased at a restaurant, bar, or coffee shop.

Have fun!

## Questions

### 1. Checkpoint

Choose a cool, interesting or noteworthy item that you've purchased in the last month (or today!). This is the item you'll be showcasing in a quick video and answering a few questions about.

### 2. Open Ended 140

To start, tell us exactly what your "find" is, in just a few words. (e.g. Awesome black boots).

### 3. Media VIDEO 30

Next, record a 30-second video showcasing the item you purchased // Show the item to us in a place where you use it, or in the place where you keep it. // Most importantly, tell us all about it in detail: What is it, and what makes it special, noteworthy or interesting to you? Why did you want it? What, exactly, appealed to you about it?

// Give us the details! (Make sure you're not whispering-- we want to hear every word!)

### 4. Multiple Choice SINGLE SELECT

Which statement best describes your find?

- I was on laser-focused mission to get this specific item, this brand, this model.
- I knew more-or-less what I wanted, but maybe had to choose between a couple of options or had to convince myself it was a good idea.
- When I ran across this by chance, I remembered I'd been wanting something like it, and decided this was it!
- A classic impulse purchase. Saw it, loved it, bought it.

### 5. Multiple Choice SINGLE SELECT

About how long did you know about this exact thing before you bought it?

- A few minutes
- A few hours
- A few days
- A few weeks
- A few months
- A year or more

### 6. Open Ended UNLIMITED

From what store (or website or app) did you make your final purchase?

7. Multiple Choice [SINGLE SELECT](#)

Think about your first encounter with this find. Did it happen:

- on a computer
- on a phone
- on a tablet
- offline--live, in person

8. Multiple Choice [SINGLE SELECT](#)

Do you remember where you were during that first encounter? It doesn't matter if you were looking, reading or hearing about it offline or online, just let us know where you were.

- at my home or someone else's
- in a car or on public transportation
- at school or work
- standing in a store
- in a cafe, library or similar lounging place away from home
- while walking out and about
- Other (Tap to Type)

9. Open Ended [UNLIMITED](#)

In a few complete, detailed sentences, describe the process and flow of your shopping experience for this item. How did it come to your attention in the first place? Where did you first see or learn about it? How did you learn more about it?

10. Multiple Choice [MULTIPLE SELECT](#)

Which of the following things do you think influenced you to buy this? (Choose as MANY as apply)

- a physical store
- a friend or acquaintance
- a blog or online forum
- a social network
- a web store or ecommerce site (e.g., Amazon.com, Target.com, ebay.com )
- advertising
- an article
- consumer or user review
- an app
- search engine results
- nothing really
- something else (tap to type)

11. Multiple Choice [SINGLE SELECT](#)

Which thing MOST influenced you during the shopping experience? (choose one)

- a physical store
- a friend or acquaintance
- a blog or online forum
- a social network
- a web store or ecommerce site (e.g., Amazon.com, Target.com, ebay.com )
- advertising
- an article
- consumer or user review
- an app
- search engine results
- nothing really
- something else (tap to type)

12. Multiple Choice [SINGLE SELECT](#)

Last question! In what category would you put your purchase?

- animal and pet

- art
- automotive
- beverage
- clothing
- cosmetic and beauty
- dining
- education
- electronic and gadget
- entertainment
- food
- game and toy
- health and wellness
- home and garden
- music
- non-food grocery
- paper and office
- shoes and purses
- software
- sport and fitness
- travel
- Other (Tap to Type)