

M2: Looking Back

Overview

Help us understand what makes something "a really great find," and get insight into how your discovery and purchase processes may have changed over the last few years. Submit this final snippet by Monday night. Then your project will be complete, and we'll send you \$25.

Instructions

WHEN

You have 3 days to submit 1 snippet. This mission will close on Monday at 11:59pm .

WHAT

Help us understand your thoughts by completing one snippet. We'll prompt you to record a 30-second video and ask a few questions. And that's it!

Questions

1. Media VIDEO 30

Looking back at the five "finds" you submitted this week, think about what makes something a "really great find." Record a detailed 30-second video explaining how to know when a discovery is an awesome find!

2. Open Ended 140

In a just a few words, give your video a title.

3. Multiple Choice SINGLE SELECT

We've noticed that people tend to shop one of two ways for their "finds." Some search online, and then go make the purchase in person. Others see an item in a store, but then go purchase online. Based on all the "finds" you submitted for this study, which type of person would you say you typically are?

- Discover in person, buy online
- Discover online, buy in person
- I really really can't decide! I must be both!

4. Open Ended UNLIMITED

In a few sentences, explain your answer to the last question: What makes you more of one kind of shopper vs. the other. (Or if you really couldn't decide, what makes you some of both?!)

5. Multiple Choice MULTIPLE SELECT

Which of the following memberships or accounts do you currently have?

- Costco membership
- Amazon Prime membership
- Instacart account
- Newegg Premier membership
- Shoprunner membership
- Freeshipping.com membership
- Barnes & Noble membership
- Sam's Club membership
- Other (Tap to Type)

6. Open Ended UNLIMITED

Flashback to 2013. Think about the school, job or phase of your life were you in. Now think about how you shopped for cool stuff. Did you have different ways of discovering great finds? Maybe you visited different online or physical stores than you do now, or maybe you visited them more or less often. Maybe you used different technologies or websites. In just a few sentences, tell us about how your process of discovering and purchasing have changed.

7. Open Ended UNLIMITED

Again considering how your life is different than 3 years ago: Do you have different priorities or needs now? If so, what caused these changes, and how have they affected the way you go about discovering

cool stuff?

8. Open Ended 140

Is there one store, website or app that is particularly helpful to you when it comes to discovering great "finds?"

9. Multiple Choice SINGLE SELECT

If you could rely on just ONE source of *discovery* for ALL of your future great finds, which would it be:

- physical stores
- real people: friends, family, acquaintances
- blogs and online forums
- social networks
- web stores or ecommerce sites (e.g., Amazon.com, Target.com, ebay.com)
- advertisements
- news articles
- consumer or user reviews
- apps
- search engine results
- Other (Tap to Type)

10. Open Ended UNLIMITED

Last question! What did you choose that one source for discovery?