

Scoops – Interview Transcript Document

Participant 1 - Ann

Age: **26**

Gender: **Female**

Occupation: **Student**

Computer/ Tablet/ Phone owner: **Computer, Tablet, and Phone**

Android or Apple user: **Apple**

Screenener Questions:

- How often do you buy ice cream?
 - **I would say about a couple of times a month**
- How often do you eat ice cream?
 - **At least once a week**
- What is your favorite ice cream flavor?
 - **Mint chocolate chip, rocky road, rainbow sherbet, vanilla bean**

Questions:

- How often do you go to an ice cream shop?
 - **I go more in the summer, but I would say maybe once every other week. But most of the time, probably once a month**
- Tell me how you find an ice cream shop to go to.
 - **So usually I'm not the one that picks the ice cream shop. It's usually my friend or family member that knows the place and I'll just go with them because they invite me. Or I would go to the ones that I already know of, so it's easier. But if not, um, then I look on Yelp if I'm craving ice cream and I look for what's in the area**
- Tell me how you go about choosing that ice cream shop?
 - **So location, I prefer that's close by so that I don't have to drive far. I look at the stars and I look at the number of reviews and also what people are saying about it. I also, sometimes I look at menu items to see if they have things that I like.**
 - Would you go out of your way to drive far to an ice cream place if they have really good reviews?
 - **If it's like super popular and I want to see what the hype is about then yes**
- Tell me about a pleasurable experience you had at an ice cream shop.
 - **Let's see... I went to Double Rainbow with my friends, back in my hometown, and it was fun because they have a lot of seating's there and the environment is very chill, they have music, um, and they have a lot of ice cream flavors and**

they have a lot of food options other than ice creams and drinks. So it was a good place to hang out with friends while enjoying ice cream.

- Tell me about a frustrating experience you've had at an ice cream shop.
 - **When the tables are dirty. So when melted ice cream, for example, like spill food and I have to clean, I don't like that.**
- Tell me about a pleasurable online experience you've had with an ice cream shop.
 - **I only go on Yelp to look at ice cream shops. I don't go on ice cream web sites. So going on yelp and looking at reviews help me find it.**
 - Do you ever look at their other social media pages or just Yelp?
 - **Yeah, just yelp. So I never really interest me to go on their social media**
- Tell me about a frustrating online experience you've had with an ice cream shop?
 - **No, I never had a frustrating experience**
- How did you find out about Scoops?
 - **Through my sister. So she is... she lives in L.A. and she has gone there a lot of times and she talked about how popular it is and how it's on BuzzFeed. So I just go with her.**
- Tell me about your in-person experience at Scoops.
 - **So I really like that they have a lot of flavors that were new to me and they change it up all the time, so it was really interesting and they gave samples out, so that was fun like trying out all their flavors. And then afterwards, I just ate the ice cream there and I think they have two benches, and honestly I wished they had more seating's because if there's too many people like it does feel a little cramped in there.**
- Tell me about your online experience with Scoops.
 - **Yeah, so I've never looked it up so I don't have an online experience with Scoops**
- Tell me about your pleasurable experience at Scoops.
 - **I think it was the flavor, like trying a new flavor... I don't remember exactly, but I just know it was a very unique flavor and again trying all the samples really help me decide and I got to hang out there by sitting on their benches, so that was fun.**
 - Would you say their flavors are different from other ice cream places?
 - **Yeah, so I do find them very unique and that's why it stands out to me. I would go there specifically because they have really cool flavors and they're close by.**
- Tell me about your frustrating experience at Scoops.
 - **Honestly, I've never had a frustrating experience, but I have thought about how, cause I'm lucky, because every time I come in there's always an open bench. But I feel like if there's a rush I wouldn't like not having seating and having to stand outside.**
- How do you typically choose a flavor at Scoops?

- It depends on my mood. If I'm feeling something that I'm familiar with, like a mint chocolate chip flavor, I would go for that. If I'm feeling adventurous, then I try out their samples. After about two or three I would just decide on which one is my favorite.
 - Do you read reviews to see what people's favorite ice creams are to help you make a decision on a flavor?
 - That's the thing, I don't read up on their flavors but I do listen to what my sister likes or when I'm with other people, like my friends too, I would see what they recommend because they are also sampling. My sister's been there several times so I just get it from recommendations.
- Can you think of any reasons that would attract you to visit an ice cream website?
 - I think there was a special deal I found out about, that requires me to go on the website, that would make me go on, but other than that, not really.
- Can you think of any reasons that would cause you to avoid using an ice cream online website?
 - Yeah, I think the main thing for me is just time, like if I'm able to see everything already on Yelp, I don't feel the need to go on the website. If there's something like an offer that's really different from Yelp, maybe like a video or something, that might interest me

Participant 2 - Angela

Age: **25**

Gender: **Female**

Occupation: **Full Time Student**

Computer/ Tablet/ Phone owner: **Computer and Phone**

Android or Apple user: **Apple**

Screener Questions:

- How often do you buy ice cream?
 - **Like at the grocery store?**
 - Just in general
 - **I buy ice cream probably like at least once every two weeks, once every week**
- How often do you eat ice cream?
 - **Almost every day**
- What is your favorite ice cream flavor?
 - **Boba ice cream and Green tea**

Questions:

- How often do you go to an ice cream shop?
 - **I feel like I go once every like two to three weeks. I usually just buy a lot and shove it into my fridge, but I would go to an ice cream store but not as often as I would buy at a grocery store**
- Tell me how you find an ice cream shop to go to.
 - **Yelp, as well as, word of mouth. So if somebody tells me a certain ice cream shop is really good then I would try it out or YouTube. If somebody puts it on a YouTube video or something, then I'll go. Things like that**
 - Would you resort to social media to find which ice cream shop to go to?
 - **Yeah, that to. I follow like LA place, like this Instagram page and tell us things we could go to in LA and so I take their suggestions as well.**
- Tell me how you go about choosing that ice cream shop?
 - **Well usually it's like by convenience. Luckily I'm around an area where we have, you know, trendy new ice cream shops or whatever. We go around the area, but sometimes we are like in downtown or something then we'll try something new as well.**
- Tell me about a pleasurable experience you had at an ice cream shop.
 - **I really like Scoops, and I think it's because like its not super crowded and its not super loud or anything. Even if it's small, it doesn't feel cramped because not too many people are there at once, even though it's a really popular place,**

they have really creative flavors. I feel like its always changing and, you know, I feel like usually I wouldn't like that but would them they are so good that I'm down to try new flavors, so yeah.

- Tell me about a frustrating experience you've had at an ice cream shop.
 - **I don't really like like Baskin Robbins and things like that. It just feels like really small, like, I feel like ambiance really matters and so I just don't like the lighting, the style and stuff. It's not a place that I would want to sit down and eat my ice cream. I feel like their flavors are really basic. Like I would rather go somewhere else and try different flavors, so yeah**
 - So the experience matters to you?
 - **Yeah, definitely**
- Tell me about a pleasurable online experience you've had with an ice cream shop.
 - **Hmm... I feel like I don't really go on like websites other than Yelp and Instagram. Are you talking about that? Does that count?**
 - Yeah, just in general.
 - **I really like Yelp, just so like, I want to see what it looks like and like potential flavors there are. So generally that my experience with like, um, online things. I feel like mostly it's just word of mouth. Like where I've gone with my friends and where they introduce me, so yeah.**
- Tell me about a frustrating online experience you've had with an ice cream shop?
 - **I really haven't had a bad experience I feel like with an ice cream shop online, other than a boba place that also has ice cream where they didn't tell me about the prices and it just pisses me off.**
- How did you find out about Scoops?
 - **A friend just brought me there and so after that I really liked it. So I just kept on going. It was also on Worth it on YouTube, so that really confirms it for me like "wow, everybody like loves this place", so its just a place that I like.**
- Tell me about your in-person experience at Scoops.
 - **I go there with somebody. I never really go alone and then we all just discuss what flavors we want and we get hella samples and probably annoy the crap of the people there. And then, after we get the samples we like... there's not much seating's but there is enough seating's to sit down.**
 - Since they always change their flavors, would you go online to see what flavors are available?
 - **No, I really haven't thought about that. I go in and like let them surprise me. Oh, and it's also nice because its in an area where there are other things to go to as well, so yeah.**
- Tell me about your online experience with Scoops.
 - **I have not gone online for Scoops, other than the online video**
- Tell me about your pleasurable experience at Scoops.
 - **They have this gigantic ice cream cone there which is pretty cool, so a lot of people could like take pictures there. I haven't, but I just think it's a nice**

feature. And yeah, there's always like new flavors, so you're always like curious of what to try, so yep.

- Tell me about your frustrating experience at Scoops.
 - **they are closed too early and I didn't like that. I went there and I couldn't go. It's unpleasureable as it gets probably. They also don't have outside seating. Sometimes I enjoy outside sitting outside and eating my ice cream. I'm like force to sit somewhere else and I feel like awkward sitting at another place**
- How do you typically choose a flavor at Scoops?
 - **It depends on my mood. If the weather is extremely hot or something I probably want something fruity and if its something like a normal day I probably get like, there's one flavor that's very consistent. It's just a safe one to choose if I'm really confused.**
 - Do you read reviews to see what peoples favorite ice creams are to help you make a decision on a flavor?
 - **Its hard to say because its always changing so the reviews my be completely irrelevant**
- Can you think of any reasons that would attract you to visit an ice cream website?
 - **I feel like maybe Instagram page and foodie pages that show ice cream are like trendy or um just just like a new twist on it some how, you know. Like, maybe they have ice cream and another kind of dessert or something. You know, like fried ice cream or something I've never tried before. Something that I might aesthetically pleasing, like I wouldn't look at a picture and "it's hella ugly" and wanna go there. A place that may have other things that I may wanna try as well like an ice cream shop that has like sundaes as well or a banana split or something. Or YouTube videos where they review things around Los Angeles. I feel like living in Los Angeles makes it easier to find new things constantly because new things are always happening. Oh like when they have nitrogen made ice cream or when they have like the ice cream the roll up just those novel experiences. I would appreciate pictures, and prices, and um, like information in general about the place that's like maybe intriguing. I also like it when they have social media buttons on them. If there's like no social media at all, so sometimes I'm like... "can I trust you". Like there's no Yelp reviews or anything, um, like "I don't know, I don't know" there no reviews. I'm not too sure if it's worth going to**
 - That's the only reason that would attract you to the website
 - **Not the only reason, but mainly I choose my eyes, it's all I can do is taste through the screen.**
- Can you think of any reasons that would cause you to avoid using an ice cream website?
 - **I feel like, um, really cluttered websites or websites are like... you know sometimes, like, websites are horribly mass and like the menu bar might be covering something else or you can't get access to like this one button because it was made so horribly or its like very bright and like there is no cohesiveness to the site. So its like stressful to look at. If there are random ads as well, it**

doesn't make sense to me at all. And I guess its hard to navigate, like I don't know where to go to find a certain thing then it's really frustrating. Or just a website that is super plain and doesn't have information at all there's like no reason for me to be there.

Participant 3 - Monica

Age: **26**

Gender: **Female**

Occupation: **Hospitality Coordinator**

Computer/ Tablet/ Phone owner: **Computer and Phone**

Android or apple user: **Apple**

Screenener Questions:

- How often do you buy ice cream?
 - **Like two to five times a year**
- How often do you eat ice cream?
 - **Rarely**
- What is your favorite ice cream flavor?
 - **Mint chocolate chip**

Questions:

- How often do you go to an ice cream shop?
 - **Like probably two times during the summer**
 - So you would only go during the summer?
 - **Like whenever it's hot**
- Tell me how you find an ice cream shop to go to.
 - **I would yelp or if there was a local ice cream shop in my neighborhood then I would just go there because of convenience**
- Tell me how you go about choosing that ice cream shop?
 - **The type of flavors they offer, the price, and if they have the flavors I like then I'll go there**
 - Do you read up on reviews to help you choose which ice cream place to go to?
 - **Yeah, if the reviews states that the ice cream is fresh. If they use fresh ingredient, that's something I look at. If its worth the price, uh, that, and if the customer service is friendly as well.**
- Tell me about a pleasurable experience you had at an ice cream shop.
 - **The ice cream shop I went to, they would... once you walk in they would have clear instruction to wait in line and as once its your turn the customer, I mean the person who works behind the counter is really nice and they ask you for samples. That something nice to offer and I like to see that type of gestures. Cause you know, you can't really base your decision on how it looks. So yeah, that's something pleasurable.**
- Tell me about a frustrating experience you've had at an ice cream shop.

- **When there no clear instructions on like where to wait in line or like when you walk into the ice cream shops and they don't list the flavors they have. Its hard to see what flavor they offer or there's like no menu that you can visibility see. That something that's frustrating.**
 - Also, if places listed out the ingredient would that be important for you?
 - **Yes, that would be important for me**
- Tell me about a pleasurable online experience you've had with an ice cream shop.
 - **I don't think I've had any pleasurable online experiences with ice cream shops other than Yelp**
- Tell me about a frustrating online experience you've had with an ice cream shop?
 - **If you look for information about the ice cream shop and they don't tell you they don't accept card or if they accept cash only or if there is a menu of what they offer... their whole mission that's something I look at. That's something I look for, and if it's not stated on their app or website, it won't be a priority for me to visit the shop. So they must have a mission, what they offer, and a menu.**
- How did you find out about Scoops?
 - **I heard it through a friend**
 - Can you please elaborate on that, please?
 - **I heard them through a friend and I looked them up on yelp and it looked pretty good to me. The flavors looked very unique and it seems like a simple one stop shop.**
- Tell me about your in-person experience at Scoops.
 - **I like the interior. Right when I walk in like the menu is big enough for me to see, like how much a scoop was, like you know. I have trouble seeing what flavors that I wanted because it wasn't listed in the menu board, I actually have to see go and look at the freezer.**
- Tell me about your online experience with Scoops.
 - **When I looked on yelp, there were good reviews and it was rated a good score and they had flavors I was looking for and they were consistent with the positive reviews which is what I like and they accept credit card**
- Tell me about your pleasurable experience at Scoops.
 - **At scoops, I liked how they had dairy free items. So when I was feeling adventurous I can taste test some of it because they offer that. Every flavor pretty good and the price was good for what you get and the portion were pretty good too. The scoops were big and its worth the money you pay**
- Tell me about your frustrating experience at Scoops.
 - **When it's like super hot day, the line could be very long and very slow. That and I can't see the flavors.**
- How do you typically choose a flavor at Scoops?
 - **I usually read the peoples reviews. First I look if they have the flavors they reviewed and when I visit the shop to try those flavors that people review and if I don't like it I can always go back to my backup choices.**

- Can you think of any reasons that would attract you to visit an ice cream website?
 - **If there is an ice cream place that change their flavor daily, then that's the only reason for me to go on their website if they change it often. Flavor of the day or like you know promotions.**
- Can you think of any reasons that would cause you to avoid using an ice cream website?
 - **Oh yeah, if it takes a long time for it upload or hard for me to find the link. Like when I go on yelp and I look at Scoops and curious to see what they offer and I want to look at their website I want it to be easy for me to find the website is. So like easy access to that website.**

Participant 4 – Fred

- Age: **26**
- Gender: **Male**
- Occupation: **Student**
- Computer/ Tablet/ Phone owner: **Computer, Tablet, and Phone**
- Android or apple user: **Apple**

Screener Questions:

- How often do you buy ice cream?
 - **I buy ice cream at least 2 times a month**
- How often do you eat ice cream?
 - **I eat ice cream 2 to 3 times a week**
- What is your favorite ice cream flavor?
 - **Vanilla and rocky road**

Questions:

- How often do you go to an ice cream shop?
 - **Maybe two to three times a year, but I mostly go more during the summer**
- Tell me how you find an ice cream shop to go to.
 - **Usually I would go on yelp and search for like the nearest based on location and ratings. And sometimes I would hear from my friends, um, a certain ice cream shop and I would go with them and that's how I find about ice cream shops**
- Tell me how you go about choosing that ice cream shop?
 - **Yeah, I usually base... when I choose the ice cream shop, I base it on ratings on what people are saying about it and I also look at the pictures. If the pictures aren't attractive, then I wouldn't go to it.**
 - What makes a picture attractive to you?
 - **If its like aesthetically pleasing and it gives me a sense of what the ice cream shop is like. If the images of the ice cream shop are low quality and it looks like a dirty environment then I wouldn't go to it.**
- Tell me about a pleasurable experience you have had at an ice cream shop.
 - **Yeah, I mean I think a pleasure experience I've had at an ice cream shop for me was being able to try as many samples as you want without having the workers get mad at you for trying so much. I also like good customer service like when you first walk in and they ask you if you want any samples or not. So customer service is like a big thing to me.**
- Tell me about a frustrating experience you've had at an ice cream shop.

- I think the most frustrating thing I have had at an ice cream shop is when I go on a hot sunny day and there's so many people in line. You don't know where the line starts and sometimes you can't even see the menu on the board until you get up to the freezer to see what they have available. That is something that's frustrating for me.
- Tell me about a pleasurable online experience you've had with an ice cream shop.
 - I think my pleasure experience is when I go on yelp and find out they have a special deal or offer or coupon that you can use during check out. That is something that is nice.
- Tell me about a frustrating online experience you've had with an ice cream shop?
 - I don't think I have had a bad experience with an ice cream shop online, other than when they don't post their hours online and if they don't post the type of payments they accept, like card or cash, which could be frustrating.
- How did you find out about Scoops?
 - I found out about scoops through a family member. I went out with them to scoops and that's how I found out about it because before I have never heard about it.
- Tell me about your in-person experience at Scoops.
 - Yeah, um, when I go to scoop, the place is simple, the place is small and once you walk in the workers will ask you if you want any samples or not and just seeing all the different types of ice creams they have, all the unique flavors, that's like very interesting to me because they had flavors I have never heard of before and yeah. The place is nice, its very simple, and once you get your ice cream you can sit on the bench on the side. They also have this huge ice cream cone that you can take a picture in front of, which is a cool feature they have. And yeah.
- Tell me about your online experience with Scoops.
 - I don't think I have had any online experience with Scoops, other than checking them out on Yelp to see their menu or seeing the pictures of what they serve.
- Tell me about your pleasurable experience at Scoops.
 - My pleasure experience at Scoops were good customer service and like the ice cream the serve is very unique and you can't get anywhere else. Because if I'm feeling adventurous I get the opportunity to try something new and yeah.
- Tell me about your frustrating experience at Scoops.
 - I don't think I've had a frustrating experience at scoops, other than, I know that if it does get crowded at Scoops, the seating's will get filled up quick and you won't have any other place to eat you ice cream other than outside. They don't even have outside seating's which means you would have to eat on the street.
- How do you typically choose a flavor at Scoops?
 - Usually I would base it off of my cousins' or friends' recommendations or while I'm waiting in line I would go on Yelp to see what flavor people are recommending or what flavors are being mentioned the most which will help me pick out the flavors.

- Can you think of any reasons that would attract you to visit an ice cream website?
 - **Seeing when they open and looking at their online menu to see what they serve. If this ice cream shop always changes their flavors up daily, I would like to see the flavors they serve on that day.**
- Can you think of any reasons that would cause you to avoid using an ice cream website?
 - **I think hard to navigate websites or if its too cluttered. I also would like to know the price and how much things costs and if I don't see that, it could be very frustrating. And just seeing when they open and just seeing users reviews on the website would be nice too.**

Participant 5 - Roger

- Age: **24**
- Gender: **Male**
- Occupation: **Engineer**
- Computer/ Tablet/ Phone owner: **Computer and Phone**
- Android or apple user: **Apple**

Screener Questions:

- How often do you buy ice cream?
 - **Probably once every 3 months**
- How often do you eat ice cream?
 - **I usually eat a lot maybe like once a week, but right now I'm not too into sweets so you know, maybe like once a week or when someone has ice cream laying around.**
- What is your favorite ice cream flavor?
 - **Mint chocolate chip**

Questions:

- How often do you go to an ice cream shop?
 - **Um, Not that often. Once or twice or three times a year.**
- Tell me how you find an ice cream shop to go to.
 - **I usually resort to yelp or when I'm on social media and they post ice cream places and like "Oo that's a good place to go to"**
- Tell me how you go about choosing that ice cream shop?
 - **Usually ratings or if its different or if there's a flavor that I like on their menu.**
- Tell me about a pleasurable experience you had at an ice cream shop.
 - **There is this one mom and pop shop and it's a very old shop I guess, but it just gives me a feeling of comfort because, um, its been there for awhile and I would always go there as a child. So yeah, its very nostalgic every time I go**
- Tell me about a frustrating experience you've had at an ice cream shop.
 - **I usually say the long lines, um, like if it's a hot day and you're waiting outside and the line goes all the way out down the block or something. That's the worst I've ever experienced.**
- Tell me about a pleasurable online experience you've had with an ice cream shop.
 - **Um, I would say when they have good pictures because it makes it more delicious and i guess... yeah just the pictures.**
 - Can you please elaborate on that?
 - **Like let's say, um, the pictures show the ice cream in great details and it shows that it will be a smooth type of texture vs.**

like your typical frozen like solid ice ice cream that you get from the store

- Oh okay, so you like it when they have information about the ice cream?

▪ **Yeah**

- Tell me about a frustrating online experience you've had with an ice cream shop?
 - **Since I don't really resort to an online ice cream shop I can't really say. Maybe when their pictures aren't as of good quality so you don't know if it's good or not.**
- How did you find out about Scoops?
 - **I was visiting my girlfriend in LA, and then, they saw this on social media or something and they said they have different flavors everyday so I wanted to try it out.**
- Tell me about your in-person experience at Scoops.
 - **I thought it was pretty cool. I though it reminded me of the one ice cream shop I used to go to that is not too modern, but Scoops have a typical LA vibe with a mural on the wall or like designs, but what I thought was really cool was how they had different ice cream flavors and you could try it.**
- Tell me about your online experience with Scoops.
 - **It's cool, they had customers showing different types of flavors even ones that aren't there anymore because they do change. And it makes me want to come back to try that flavor.**
 - Where did you see this on?
 - **On yelp.**
- Tell me about your pleasurable experience at Scoops.
 - **Just sitting here and eating ice cream with your friends and family just having a good time.**
- Tell me about your frustrating experience at Scoops.
 - **Nothing really, I haven't had a frustrating experience at Scoops, yet.**
- How do you typically choose a flavor at Scoops?
 - **I'm the type of person that would get the special of the shop so whatever new flavor they have that's how I usually choose. I also like being surprised by the flavors they have because its an experience in it self.**
- Can you think of any reasons that would attract you to visit an ice cream website?
 - **If they say they've been around for a long time. That would get my interest as an ice cream shop. It shows that they are modernized the fact that they have a website for ice cream. I would also like to see all the types of flavors and a little bit about the history of the ice cream shop if it's like old or new or why they decided to open an ice cream shop, but those are what I am kind of interested in, but also I don't know, something that is creative with an ice cream shop. Something that is art or something like that would get me to look at the website.**

- Can you think of any reasons that would cause you to avoid using an ice cream website?
 - **Ice cream is more like an in-person experience so like going online doesn't satisfy my craving or whatever.**