| Untitled <sup>·</sup> | form |
|-----------------------|------|
|-----------------------|------|

| Timestamp                  | Do you enjoy buying shoes? | If you do enjoy buying shoes, which of the following do you enjoy about it? (you may choose more than one)                                | How many pairs of shoes you buy last year? Do you prefer buying shoes in store or online? Why?                                                                     |
|----------------------------|----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2019/01/08 8:23:06 AM PST  | Somewhat                   | feeling the shoes; I don't care about the buying experience; I just want to obtain shoes.                                                 | 3 Store, most companies size shoes different. Converse tend be narrow and Nike tend to be a bit larger. I have to order differently from each brand                |
| 2019/01/08 8:34:05 AM PST  | Yes                        | feeling the shoes; seeing the shoes on my feet; seeing myself (full-body) with the shoes in the mirror                                    | 10 Online because It's easy                                                                                                                                        |
| 2019/01/08 9:43:00 AM PST  | No                         |                                                                                                                                           | 1 Online. I hate going out to shop.                                                                                                                                |
| 2019/01/08 11:03:34 AM PST | Somewhat                   | feeling the shoes; seeing the shoes on my feet; seeing an entire display of shoes; seeing myself (full-body) with the shoes in the mirror | 3 Online because it is cheaper, stores are very expensive.                                                                                                         |
| 2019/01/08 1:22:15 PM PST  | Yes                        | seeing myself (full-body) with the shoes in the mirror                                                                                    | 6 Online. Faster and easier                                                                                                                                        |
| 2019/01/08 5:51:54 PM PST  | Yes                        | feeling the shoes;seeing myself (full-body) with the shoes in the mirror                                                                  | 1 in store, so i can check comfort and fit                                                                                                                         |
| 2019/01/08 7:00:21 PM PST  | No                         | seeing the shoes on my feet; seeing myself (full-body) with the shoes in the mirror                                                       | 2 Online. I hate shopping in-person in general. I avoid people. I like the online experience because I can search for reviews, see many more options, cost compare |
| 2019/01/08 7:41:37 PM PST  | Somewhat                   | feeling the shoes; seeing the shoes on my feet; seeing myself (full-body) with the shoes in the mirror                                    | 2 Online, ease of purchase                                                                                                                                         |
| 2019/01/08 8:53:28 PM PST  | Yes                        | seeing the shoes on my feet; seeing an entire display of shoes; seeing myself (full-body) with the shoes in the mirror                    | 5 In the store. Because I need to assess how they feel and look on my feet                                                                                         |
| 2019/01/08 9:25:05 PM PST  | Yes                        | seeing the shoes on my feet; seeing myself (full-body) with the shoes in the mirror                                                       | 5 online - too lazy to go to the store, more variety                                                                                                               |
| 2019/01/09 6:21:26 PM PST  | Yes                        | feeling the shoes;seeing the shoes on my feet                                                                                             | 3 stores because its easier to me                                                                                                                                  |
| 2019/01/10 12:53:20 PM PST | Somewhat                   | feeling the shoes; seeing an entire display of shoes; seeing myself (full-body) with the shoes in the mirror                              | 2 No. I can't try them on.                                                                                                                                         |
| 2019/01/11 10:12:42 AM PST | No                         | I don't care about the buying experience; I just want to obtain shoes.                                                                    | 1 store. can try on in person/fleshfootfeel                                                                                                                        |

| Have you used any AR tech before? How was that?                            | Which use of AR tech would help you the most with yo | our shoe buying experience? Thank you so much for your time. If you feel comfortable being contacted further for an interview, please leave your name, phone number, and an appropriate time to reach you be |
|----------------------------------------------------------------------------|------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| No                                                                         | 3D shoes                                             |                                                                                                                                                                                                              |
| Yes, it's fun                                                              | Look in the mirror (full body)                       | Helder 8189132563                                                                                                                                                                                            |
| Nope, haven't                                                              | Try it on                                            |                                                                                                                                                                                                              |
| No I have not.                                                             | Look in the mirror (full body)                       |                                                                                                                                                                                                              |
| No                                                                         |                                                      |                                                                                                                                                                                                              |
| only yelp layers. meh, not so impressed                                    | Look in the mirror (full body)                       |                                                                                                                                                                                                              |
| Star Walk. It was awesome.                                                 | Look in the mirror (full body)                       |                                                                                                                                                                                                              |
| No                                                                         | 3D shoes                                             |                                                                                                                                                                                                              |
| No                                                                         | Look in the mirror (full body)                       |                                                                                                                                                                                                              |
| snapchat - fun to use                                                      | Try it on                                            |                                                                                                                                                                                                              |
| dont know that hi-tech                                                     | Try it on                                            | esa nare!                                                                                                                                                                                                    |
| Yes. I am a regular player of Pokemon Go. I tend to leave the obvious AR f | features turned off. Look in the mirror (full body)  | Harrison - 310-722-2908; contact between 5:00 PM and 7:00 PM                                                                                                                                                 |
| no                                                                         |                                                      |                                                                                                                                                                                                              |