

**Appendix A:**  
**INTERVIEW TRANSCRIPT**  
**(Not included in word count)**

After introductory conversation...

**Question 1:** Mr. Masud, I was wondering if it would be possible for us to go through each tab first and then we can discuss some other possibilities? Other than that I was wondering if you had some overall feedback.

**Answer 1:** Sure. I must say this has definitely given me a better alternative to what I currently use. I did notice some issues, but I think they would be fixable for you in a longer time frame, other than that I must say I was truly impressed by this product. I can guarantee that I would be using this in the future.

**Question 2:** So, for the first page?

**Answer 2:** There isn't really anything I see here that is fixable, so I would say that this is pretty good.

**Question 3:** And the buying page?

**Answer 3:** Yeah, I was wondering if there could be a feature added that would allow me to input shoes that I may buy in bulk. And also, if I were to buy a designer shoe and its size isn't available in the US scale, I was wondering if I could have an option to add the shoe size of any size scale.

**Question 4:** Ok, alright thank you so much for the feedback, moving to the inventory page, is there anything here?

**Answer 4:** Yes, I believe other than the fixable error that we discussed I believe it would just be technical things. I guess to add some pie charts of what shoes are currently in my inventory. Also, I must add I am really really impressed with the idea you had of just moving the selling part to the inventory page, I felt it was so much easier than the process I had to do before. I think the only other thing I could think of is that I guess that if I could think of it is just like a confirmation pop up like you had for my errors, just for like a double check.

**Question 5:** Ok alright, and moving to the Transaction pages would there be anything specific improvements here?

**Answer 5:** Honestly, at the moment I can't really think of anything that actually needs to be fixed other than the errors that we had discussed and the additional visual features. I feel that

the errors aren't necessarily a big deal for me as of now, it's just something that if could be fixed it would be perfect. And obviously you know about the visual features.

**Question 6:** Ok, thank you so much for the feedback, I really appreciate the suggestions and the kind words. I was just wondering as an average person in your field, what might they want? Or what would be your suggestions for the future of this program generally?

**Answer 6:** I guess the main thing would be for this to be released online for other avid shoe resellers to use this program, I can already think of some people that may benefit from this program. I guess the only other thing would be that for the program to possibly get the current price of the shoe on reselling websites like I had mentioned before, like the Facebook Marketplace, or I guess StockX would be even better. So I guess like if I selected a shoe, what would the selling price be at that time, to see if I am getting a better bargain or not. Other than that, I don't particularly see anything here that I personally would consider needs much improvement. Just would like to say that I am extremely satisfied with this program, and I would just like to thank you for this program.