

Escapade Foundational Research Questionnaire

Section 1: Participant Background

1. Can you tell me about your camping experience? (frequency, type of trips, duration)
2. How do you currently shop for camping gear (online, in-store, specific stores)?
3. Have you ever used a mobile app to purchase camping gear? If yes, which one(s)?

Section 2: Shopping Behavior

4. What factors influence your decision when buying camping equipment (e.g., price, quality, brand, reviews)?
5. What challenges do you typically face when shopping for camping gear (online or in-store)?
6. What features do you wish camping supply stores offered (either online or offline)?

Section 3: Online Shopping Experience

7. What do you like or dislike about shopping for camping gear online?
8. Have you experienced any difficulties using e-commerce apps or websites for camping gear purchases?
9. What features or services do you think would improve your online shopping experience (e.g. product comparisons, ratings, reviews, recommendations)?

Section 4: Camping App Features

10. If you were to use a camping supply store app, what features would be most important to you? (e.g. product search, filters, personalized recommendations, gear guides)
11. How important are product reviews, ratings, and expert recommendations to your purchase decisions?
12. How do you feel about promotional content or ads in a camping supply app?

Section 5: Post-Purchase Experience

13. What's your experience with delivery, returns, or exchanges for camping equipment bought online?
14. How important is post-purchase support (e.g. customer service, how-to guides, tutorials) in your shopping experience?
15. What would make you come back to the same app or store for future purchases?

Section 6: General Feedback

16. Is there anything else you'd like to see in a camping supply app that we haven't covered?