

MSC Cart Order Summary Redesign – Customer Discussion Guide

Customer demographics

Age

Geographical Region

Role

Company statistics

Type of company

Company size in people

Company size in spend

Years with MSC

Are you on a budget?

Does your company have a pricing contract with MSC?

Before using MSC where did you purchase your industrial supplies?

Customer behaviors

Can you describe how you use MSC for your purchasing?

Tell me about your particular experience with MSC's cart / order summary

What would make you leave MSC?

What would make you stay with MSC?

Describe in 5 words what would be a good experience with MSC

Customer wants & needs

What would make the cart / order summary experience better?

What is most important to you when you are purchasing industrial supplies?

Can you describe your worst experience when purchasing industrial supplies?