

User Interview Guide: Wholesale Admin

Research Goal: Understand how admin users currently manage wholesale operations end-to-end, and identify what it would take to make their working day more efficient.

Duration: 45-60 minutes per participant

Format: 1-on-1 semi-structured interview

Target Participants: Wholesale admin operators managing B2B wholesale operations

Opening Script

"Hi [Name], Thank you very much for taking the time to speak with me today. My name is [Your Name], and I am a UX designer working on a project to create a wholesale admin portal. This tool will help users like you manage operations more efficiently in one place.

This session will last about 45 to 60 minutes. I want to emphasize that there are no right or wrong answers. I'm not testing you in any way. I am here to learn from your experiences, so please feel free to be as honest as possible. Even negative feedback is incredibly valuable to me. With your permission, I would like to record this session so that I can refer back to it later. The recording will only be used for research purposes and will not be shared externally. Is that okay with you?

Before we begin, do you have any questions for me?"

Interview Questions

Question 1:

"Can you start by telling me a bit about your role? What does your day-to-day look like when it comes to managing wholesale operations?"

Follow-up probes:

- How long have you been in this role?
 - How big is your team, and do others help with wholesale operations?
 - What's the first thing you do when you start work each day?
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Question 2:

"If you think about a really good workday, one where everything went smoothly, what made it feel that way? And on the flip side, what does a frustrating day look like?"

Follow-up probes:

- What did you get done that day that felt satisfying?
 - Was there anything specific that made it easier than usual?
 - How often do the good days happen compared to the frustrating ones?
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Question 3:

"If you could change one thing about how you work today to make yourself significantly more efficient, what would it be?"

Follow-up probes:

- What impact would it have on your day?
 - Have you tried to fix this before, and what happened?
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Question 4:

"Walk me through what happens when a wholesale order comes in, from the moment you receive it to the moment it's fulfilled. Where in that process do things slow down or go wrong?"

Follow-up probes:

- Can you give me a specific example of a time this went badly?
 - How much time does that step usually take?
 - What do you do to work around it?
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Question 5:

"What part of managing wholesale operations causes you the most stress or takes up the most unexpected time?"

Follow-up probes:

- How often does this happen? Is it daily or weekly?
- What's the downstream effect when this goes wrong?

- Has it ever caused a problem with a buyer?
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Question 6:

"Can you take me through all the tools, apps, or systems you use to manage your wholesale operations, including anything like spreadsheets, messaging apps, or even pen and paper?"

Follow-up probes:

- Why do you use each one? What job does it do for you?
 - Are there any you wish you didn't have to use?
 - Is there anything you do manually that you wish a tool could handle?
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Question 7:

"When information about a buyer, like their order history, contact details, or past conversations, is spread across different places, how do you keep track of it all?"

Follow-up probes:

- Has there ever been a time when scattered information caused a mistake?
 - How much time do you spend looking for information that should be easy to find?
 - What would it look like if all of that lived in one place?
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Question 8:

"When a buyer contacts you, what information do you need to have in front of you immediately to respond confidently and quickly?"

Follow-up probes:

- What made you try it in the first place?
 - What made you stop using it?
 - What would have made it worth sticking with?
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Question 9:

"When a buyer contacts you, what information do you need to have in front of you immediately to respond confidently and quickly?"

Follow-up probes:

- Where do you go to find that information right now?
 - Is it always easy to find, or do you sometimes have to dig for it?
 - Has there been a time when not having this information quickly caused a problem?
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Question 10:

"When you sit down at the start of your workday, what is the very first thing you check or look at? Walk me through exactly what you do in the first 10 to 15 minutes of your day."

Follow-up probes:

- Why do you check that first? What would happen if you didn't?
 - Is this something you do out of habit, or because something went wrong in the past?
 - How long does it take before you feel like you have a clear picture of what needs your attention today?
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Question 11:

"If you had a dashboard that showed you exactly what you need to see at the start of every day, what would be on it?"

Follow-up probes:

- What is the first number or piece of information you would want to see?
- Is there anything you check every single day without fail?
- What would tell you immediately that something needs your urgent attention?

Closing Questions

1. Is there anything about your experience managing wholesale operations that I did not ask about, but you feel is important for me to understand?
2. If you could give one piece of advice to someone designing a wholesale admin portal, what would it be?
3. Would you be open to reviewing an early prototype of the platform and sharing your feedback?

Thank you so much for your time today. Everything you have shared has been incredibly helpful. I will be using these insights to inform the design of the admin portal, with the goal of building something that actually makes your job easier. If it is okay with you, I may reach out with a follow-up question or two as the project develops.