

Participant Selection

Surveys, homework, and journals help consumers get thinking about the topic so they will be ready with ideas for an interview or focus group.

It shows which participants will put forth the most effort and provide interesting insights.

It can also show a larger scope of information.



Thank you for your participation. Please answer all the questions honestly and as thoroughly as you see fit in order to express your ideas. Your responses will only be used for research purpose so that I may have a better understanding of the topic of high heel shoes.

Be creative and have fun!

If you have any questions feel free to contact me at lhayes.2@go.ccad.edu or 614.448.7658

Thanks again!

Name _____

City _____

How do you know how a large scope

About your buying experience.

1. What was the last pair of heels you bought? high heeled more comfortable

4. What made you choose that pair over others? very versatile.

5. What are the 3 most important things you consider before buying a pair of heels?

a. Style
b. Price
c. Brand (most Important / quality)

Describe the most recent time you wore heels.

1. Where were you? At work → Limited Brands (H/Office)

2. Who were you with? other designers

3. How long were you wearing them? 8 hours

4. What was your reason(s) for wearing heels? Professionalism → must w design department's head leader

5. How do you feel when wearing heels? (confident, attractive, etc) confident, sexy, TALL 😊

While wearing heels (blisters, heels breaking, etc).

I wore these strappy shoes similar to and had some trouble with the rubber end on the heel which was virtually non-existent if they were made better.

What are the 3 most irritating things about heels?

a. blisters
b. soreness/lacking
c. poor quality construction