

Ordered Matrix

Why do these sneaker heads buy, sell, collect and wear sneakers?

Participant/Session

Interview 1

Interview only: What role does sneakers play in their life?

Interviewer: In your opinion, what role do sneakers play in your life?

Adam: It's a lifestyle. It's a way of life. It's a way of thinking. It's a way of being. It's a way of living. It's a way of... (transcript continues)

What form of service do they prefer buying their sneakers?

Adam: I like to buy sneakers from the Nike app. It's convenient. It's easy. It's fast. It's... (transcript continues)

What trends were mentioned a lot (discuss then define and insert here)?

Adam: I like to buy sneakers from the Nike app. It's convenient. It's easy. It's fast. It's... (transcript continues)

What are the drivers and brand preferences?

Adam: I like to buy sneakers from the Nike app. It's convenient. It's easy. It's fast. It's... (transcript continues)

What makes a good-quality sneaker?

Adam: I like to buy sneakers from the Nike app. It's convenient. It's easy. It's fast. It's... (transcript continues)

Interview 2

Sneakers can't play as much of a role in Travis's life as they used to.

Travis: I used to be a sneaker head. I used to buy sneakers every week. But now, I don't buy sneakers as often. I don't have as much time for it. I don't have as much money for it. I don't have as much interest in it. I don't have as much... (transcript continues)

Travis mainly bought his shoes from back-door sellers.

Travis: I used to buy sneakers from back-door sellers. I used to go to the store and buy sneakers from the back-door sellers. I used to go to the store and buy sneakers from the back-door sellers. I used to go to the store and buy sneakers from the back-door sellers. I used to go to the store and buy sneakers from the back-door sellers. I used to go to the store and buy sneakers from the back-door sellers. I used to go to the store and buy sneakers from the back-door sellers. I used to go to the store and buy sneakers from the back-door sellers. I used to go to the store and buy sneakers from the back-door sellers. I used to go to the store and buy sneakers from the back-door sellers. I used to go to the store and buy sneakers from the back-door sellers. I used to go to the store and buy sneakers from the back-door sellers. I used to go to the store and buy sneakers from the back-door sellers. I used to go to the store and buy sneakers from the back-door sellers. 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