





# Johnny

 Date	@03/20/2023
 Interview Asset	<u>Johnny Interview_otter_ai.txt</u>
 Usage Frequency	Monthly
 Usage Type	Recreational

## User Profile

Married man [Johnny, 42 is a Chef] living in Brooklyn, NYC.

## Transcript

Unknown Speaker 0:07

What is the frequency of cannabis consumption?

Lorr (Interviewer) 0:07

What is the frequency of cannabis consumption for you?

Unknown Speaker 0:12

For you?

Unknown Speaker 0:40

So for me, it would be

Unknown Speaker 0:44

mainly on an as needed basis. Often it's like monthly when I have either

Unknown Speaker 0:52

a social function to attend to I'm also going through a lot of physical therapy, I had a very bad accident breaking my shoulder, and I don't want to

Unknown Speaker 1:06

rely on a lot of over the counter prescriptions.

Unknown Speaker 1:11

So this goes to my second

Unknown Speaker 1:13

question, which is, is this recreational or medicinal consumption?

Unknown Speaker 1:19

For me, I would say that it is more medicinal, I have social anxiety, I have obviously this folder that needed quite extensive surgery and operation. And so for the pain, I often try to rely on more natural remedies rather than,

Unknown Speaker 1:40

you know, relying on pills and whatnot.

Unknown Speaker 1:45

How much do you consume in one setting?

Unknown Speaker 1:50

So in one setting, I would say

Unknown Speaker 1:55

dosage wise.

Unknown Speaker 1:57

10 milligrams a to 10 milligrams.

Unknown Speaker 2:01

And that's usually you know, right before I go to sleep, which helps me stay asleep.

Unknown Speaker 2:09

If I'm going to be working and need it for, you know, even a social setting, I'll probably take less

Unknown Speaker 2:17

just because I am quite sensitive.

Unknown Speaker 2:23

How do you consume your cannabis. So there are a variety of ways I tend to usually do edibles.

Unknown Speaker 2:32

Sometimes I will vape. But for the most part.

Unknown Speaker 2:39

I try to sometimes also take a pill form of CBD, which seems to help.

Unknown Speaker 2:50

Can you briefly describe your consumption process of cannabis. So the process is pretty straightforward. I tend to either vape and then just kind of let it

Unknown Speaker 3:03

affect me within 10 minutes. If I take an edible, I'll try to dose it so that I take it like two hours before I'm doing something just because I know it takes longer to metabolize my system.

Unknown Speaker 3:16

Great, thank you. So we're gonna go now to the cannibal retail experience. How do you go about purchasing cannabis?

Unknown Speaker 3:24

Um, so I actually have not really use the online services too much. If I do, it's for pickup, just because there are a lot of dispensaries in the neighborhood.

Unknown Speaker 3:37

And so when I do purchase it often I'll browse

Unknown Speaker 3:43

online or I'll go into a brick and mortar store.

Unknown Speaker 3:48

What is your preferred method for shopping for cannabis?

Unknown Speaker 3:53

For me, it would be probably going into the store and speaking to someone who's pretty knowledgeable about the different strains and the effects of the different brands and strains. Just because I'm most likely looking for something specific. I'm not a daily user, so then

Unknown Speaker 4:12

it's usually on an as needed basis.

Unknown Speaker 4:17

What do you look for in a retailer? So for the most part, I'm looking for someone who's knowledgeable about the plant and its effects especially when it's surrounding what I may you know, whatever symptoms I may be feeling in whatever condition that I feel like I need it for.

Unknown Speaker 4:36

When I go into a brick and mortar store, I'm off din speaking to you know, a budtender or someone who works there that is quite

Unknown Speaker 4:47

seasoned in terms of knowing what to recommend.

Unknown Speaker 4:56

What features do you find most important when purchasing cannabis

Unknown Speaker 5:02

So I would say the most important feature for me when purchasing cannabis is is it going to be clean? I'm going to be looking for clean ingredients, making sure that it's not

Unknown Speaker 5:18

tainted and

Unknown Speaker 5:20

making sure it's reliable and that it's going to do what I expect it to.

Unknown Speaker 5:29

Can you describe the best retail experience you've had when purchasing cannabis?

Unknown Speaker 5:35

There's an actual dispensary right downstairs from my apartment. The guys who work there are very easy to speak to. There's no sort of stigma when going inside of there, and they're super

Unknown Speaker 5:49

knowledgeable about the plant. And so I always have a really good experience buying from them.

Unknown Speaker 5:56

I'm also supporting a local business, you know,

Unknown Speaker 6:01

they're new in the neighborhood. And I feel like supporting them is also an important part of the community.

Unknown Speaker 6:09

What was the worst retail experience when purchasing cannabis?

Unknown Speaker 6:15

I can't say I've really had a terrible experience.

Unknown Speaker 6:20

Sometimes you will feel a little, I guess, uneasy going into dispensaries just because it is right now in New York City, at least.

Unknown Speaker 6:31

All cash businesses and some of these places aren't even, quote unquote legalized by the letter of the law. So

Unknown Speaker 6:41

you know, just

Unknown Speaker 6:43

being aware of surroundings and whatnot when you're shopping in there, I guess just makes it for an uneasy sometimes experience.

Unknown Speaker 6:53

Do you go to the same cannabis retailer to purchase? I do out of convenience.

Unknown Speaker 7:00

It's downstairs, you know, it's a brick and mortar shop. I know the guys there. They know what to recommend for me. And so it's been a good report, I would say with them.

Unknown Speaker 7:16

How often do you shop for cannabis?

Unknown Speaker 7:20

So again,

Lorr (Interviewer) 0:40

So for me it would be mainly on an as needed basis. Often it's like monthly when I have either a social function to attend to I'm also going through a lot of physical therapy. I had a very bad accident breaking my shoulder and I don't want to rely on a lot of over the counter prescriptions. So this goes to my second question, which is is this recreational or medicinal consumption? For me, I would say that it is more medicinal. I have social anxiety I have obviously this folder that needed quite extensive surgery and operation and so for the pain, I often try to rely on more natural remedies rather than, you know, relying on pills and whatnot. How much do you consume in one setting? So in one setting, I would say dosage wise.

10 milligrams a to 10 milligrams. And that's usually you know, right before I go to sleep, which helps me stay asleep. If I'm going to be working and need it for, you know, even a social setting, I'll probably take less just because I am quite sensitive. How do you consume your cannabis? So there are a variety of ways I tend to usually do edibles sometimes I will vape but for the most part I try to sometimes also take California CBD, which seems to help. Can you briefly describe your consumption process of cannabis? So the process is pretty straightforward. I tend to either vape and then just kind of let it affect me within 10 minutes. If I took an edible I'll try to dose it so that I take it like two hours before I'm doing something just because I know it takes longer to metabolize my system. Great. Thank you so we're gonna go now to the cannibal retail experience. How do you go about purchasing cannabis? Um, so I actually have not really use the online services too much if I do it's for pickup. Just because there are a lot of dispensaries in the neighborhood. And so when I do purchase it often I'll browse online or I'll go into a brick and mortar store. What is your preferred method for shopping for cannabis for me, it would be probably going into the store and speaking to someone who's pretty knowledgeable about the different strains and the effects of the different brands and strains. Just because I'm most likely looking for something specific. I'm not a daily user so then it's usually on an as needed basis. What do you look for in a retailer? So for the most part, I'm looking for someone who's knowledgeable about the plant and its effects, especially when it's surrounding what I mean you know, whatever symptoms I may be feeling and whatever condition that I feel like I need it for. When I go into a brick and mortar store, I'm off din speaking to, you know, a budtender or someone who works there. That is quite seasoned in terms of knowing what to recommend. What features do you find most important when purchasing cannabis? So I would say the most important feature for me when purchasing cannabis, is it going to be clean? I'm going to be looking for clean ingredients making sure that it's not tainted and making sure it's reliable and that it's going to do what I expect it to. Can you describe the best retail experience you've had when purchasing cannabis? There's an actual dispensary right downstairs from my apartment. The guys who work there are very easy to speak to. There's no sort of stigma when going inside of there and they're super knowledgeable about the plant and so I always have a really good experience buying from them. I'm also supporting a local business you know they're new in the neighborhood and I feel like supporting that is also an important part of the community. What was the worst

retail experience when purchasing cannabis? I can't see I've really had a terrible experience. Sometimes you will feel a little I guess uneasy going into dispensaries just because it is right now in New York City at least. All cash businesses and some of these places aren't even, quote unquote legalized by the letter of the law. So you know, just being aware of surroundings and whatnot when you're shopping in there, I guess just makes it for an uneasy, sometimes experience. Do you go to the same cannabis retailer to purchase? I do out of convenience. It's downstairs, you know, it's a brick and mortar shop. I know the guys there. They know what to recommend for me and so it's been a good rapport I would say with them. How often do you shop for cannabis? So again, I'm not buying a whole bunch when I'm going in. Again, it's usually as needed and when I do buy it can last me a couple of months so probably every few months is when I'm going to shop for cannabis

Unknown Speaker 7:23

I'm not buying a whole bunch when I'm going in. Again, it's usually as needed. And when I do buy it, it can last me a couple of months. So probably every few months is when I'm going to shop for cannabis.

Unknown Speaker 7:42

Where do you usually go to shop for cannabis? And I think you've already answered that. So we can go on.

Unknown Speaker 7:49

What did you find lacking when shopping for cannabis?

Unknown Speaker 7:54

Ah,

Unknown Speaker 7:56

maybe the feeling of

Unknown Speaker 8:01

it can get a little

Unknown Speaker 8:06

overwhelming. I think in terms of this. There's so many brands out there. There's just so many. It's almost oversaturated with so many

Unknown Speaker 8:16

cannabis companies. And so

Unknown Speaker 8:21

at least in the store I shop at it would be nice to have it more focused in terms of symptoms and conditions maybe.

Unknown Speaker 8:31

Whereas it's kind of displayed by brands. So you have a hard time kind of knowing exactly what to look for.

Unknown Speaker 8:43

And the last question is, what did you find beneficial when shopping for cannabis?

Unknown Speaker 8:52

Well, I would say that the whole experience is

Lorr (Interviewer) 7:42

Where do you usually go to shop for cannabis and I think you've already answered that so we can go on. What did you find lacking when shopping for cannabis?

Maybe the feeling of it can get a little overwhelming. I think in terms of this.

There's so many brands out there. There's just so many it's almost oversaturated with so many cannabis companies and so at least in the store I shop at it would be nice to have it more focused in terms of symptoms and conditions maybe.

Whereas it's kind of displayed by branding. So you have hard time kind of knowing exactly what to look for. And the last question is, what did you find beneficial when shopping for cannabis? Well, I would say that the whole experience is beneficial.

Unknown Speaker 8:57

beneficial.

Transcribed by <https://otter.ai>

### **Tokyo Smoke Navigation**

- Did you like our website design? Yes, visually appealing and I like the design and color palette
- Did you find our website images relevant? Yes
- Are you happy with our website color c-loding? Yes
- Were you able to quickly find the links that you were looking for? Yes



- What new feature would you like to see on our website? No reviews or ratings of products
- How do you rate our existing website on a scale of 0-5? 4
- What is one feature that makes us stand out from our competitors? The iconography used to indicate all the affects cannabis has on the body and mind as well as the additional educational info is a lot more in depth
- What is one shortcoming that we need to work upon on our website? It seems unorganized on the website; info overload
- How easy was it for you to navigate to other pages on the website? It was easy
- Could you clearly see and access the menu? Yes
- Do you want us to change the position of the main menu? Position is ok
- Were you able to access the links on the website? Yes
- Are the links on our website helpful? Yes
- Was the content on this page helpful to you? Yes
- Did you find the blog topic relevant to your needs? Yes
- Did the FAQ section solve your query? Yes
- Is our website content readable? Yes
- Do you want us to add more information to our content? No
- Did you like the format of our content? It's good just a bit in disarray on desktop
- Did you find any irrelevant or offensive content on our website? No
- How easy was it to purchase our product? It was easy
- Did you face any difficulties during the checkout process? I had to create an account to checkout; no guest mode
- Did you face any issues while using your payment card? No
- Do you have any suggestions to improve our site? Narrow down the navigation section—under Cannabis, it is just a lot of information as are in the other

navigation headers with redundant information. It confused me when I was clicking on different icons and taking me to the same info that could have done in one area