Typeform URL - https://ulalive.typeform.com/discovery

Questions

1. Do you think e-commerce onboarding is expensive, difficult, and limits your business from growing? If yes, how?

2. On a scale from 1 to 5 (1 being not at all), do you find setting up a store, selling, and receiving payments from customers time-consuming and lengthy?

3. As a merchant, how important are the relationships with your customers to you?

   ☐ Extremely important
   ☐ Very important
   ☐ Somewhat important
   ☐ Not very important
   ☐ Not at all important

4. As a merchant, do you think it would be much easier to convey the message and demonstrate the product via video instead of text and images?

   ☐ Yes   ☐ No

5. Do you believe video will help improve and drive traffic, sales & engagement?

   ☐ Definitely
   ☐ Probably
   ☐ Not sure
   ☐ Probably not
   ☐ Definitely not

6. How likely are you to use video for your e-commerce business?

   ☐ Very Likely
   ☐ Likely
   ☐ Unlikely
   ☐ Very Unlikely

7. Please select a number on a scale that corresponds to how important or unimportant the following features are to you:

	Unimportant 1	2	3	4	5	6	Important 7
Zero starting							

fee							
Fast onboarding & significantly low barriers							
Shipping and payment integration ready							
Chatting with customers as after-sales service							
Video and live-streaming as a tool							
Able to collect payments from customers automatically monthly or yearly							

8. What other e-commerce platforms or e-commerce with video tools do you currently use?

   ▢ Facebook marketplace
   ▢ Yezza
   ▢ Shopee
   ▢ TikTok Shop
   ▢ Shopify
   ▢ Other:................

9. Indicate your level of agreement with the following statement: 'Selling on current e-commerce platforms is often boring, the customer engagement is low, and not cheap to use.'

   ▢ Strongly Disagree (SD)
   ▢ Disagree (D)
   ▢ Neither Agree/Nor Disagree (NA/ND)
   ▢ Agree (A)

10. What features do you look for when it comes to selecting the right platform for your online business?