**–––––––––––– Sample Research Guide –––––––––––––**

**Fitness Habits** - 12/12/2015

**Research Objectives / Introduction**

*Note: This is to set the tone for the interviewee or group.*

* *My name is....*
* *Thanks for talking to us today, we’ll be about 45 minutes.*
* *We’re constantly trying to improve our product, and getting your frank feedback is a really important part of that.*
* *This discussion is confidential – your personal information or specific answers won’t be used publicly so don’t hesitate speak your mind.*
* *No right or wrong answers - very important to not say what you think I want to hear, but what you are actually thinking/feeling. Feel free to stop us at anytime for clarification, questions, or concerns.*
* *We’ll be running through a few questions and scenarios from your day.*
* *We’d like you to speak out loud and tell us about everything you’re thinking/feeling/etc.*
* *You’ll be recorded, but this information will not be distributed beyond our team.*

1. **Understand people's current fitness habits**
2. **Understand whether they look for digital tools to help modify their fitness habits**
3. **Determine if family, friends or peers play an important role in shaping people's fitness behaviour.**

***Link / URL if applicable:***

**A) Persona Group: Active Professionals**

**B) Participant Background** (5 minutes)

1. Where do you live?
2. What kind of work do you do?
3. For how long have you been doing that?
4. What kinds of activities, hobbies or projects do you like to do when you’re not working?

**C) Activities and Habits** (10 minutes)

1. What do you do to take care of yourself? To stay in shape? To stay active?
2. Can you list the sports, exercise, classes you participate in?
3. How many times did you participate in the activities in the last week?
4. Are there any other healthy habits in your day?

**D) Use of Tools and Apps** (10 minutes)

1. Have you used any apps or other programs to help you with fitness? Which ones?
2. What did you want them to do for you?
3. What was your expected outcome from using these apps?
4. What do you like about them?
5. What do you dislike about them?
6. Did you pay for them? Why? Why not?

**E) Wrap-up** (5 minutes)

1. *Is there anything else they would like to share? Anything we missed?*
2. *May we follow-up? If so, when would be a good time?*
3. *Thank you for your time.*