

#### Family Interview 1:

I prefer fictional entertainment that is from the UK or Europe. I find the British Market for entertainment to have funnier comedy and the actors seem to be more educated in background in literature and the arts. I do not do any social networking at all and boycott it like the plague. However, I do enjoy fictional entertainment, so I have many times consulted web sites to read reviews people have entered for a piece of fictional entertainment that may interest me, so perhaps in a review type of chat, I would participate in this type of web sites chat session.

#### Family Interview 2:

Given I am 88 years old, I prefer to be able to watch fictional entertainment from my generation and more innocent type of things from the current generation. I do not like violence, grotesque murders to solve, sexual related content. I loved the entertainment when I was young when actors and actresses had to be able to both act and also sing and dance. I do not participate in any social networking because I was instructed that it is not a good idea from my son who has guided my life on many things since I lost my husband, a great person, just over 4 years ago, and my son is often good when he guides me, so I'm not likely to use social networking aspects of this web site, but I would perhaps participate in the review parts of the site.

#### Family Interview 3:

I am almost 12 years old, and I prefer all things that are related to video gaming. I participate all the time in online chat sessions with my friends from all over the country and world, and my local friends, to chat about our video games. I do not yet belong to a social network, but I do in the MineCraft world, so if the entertainment did strike my interest, I would likely participate in the discussion forum and reviews. From the US, I enjoy watching animated things for kids my age, such as Avatar, Jimmy Neutron. I also like the television shows for kids my age that are offered in my Dad's home country of England. CBBC is a network I sometimes watch. A current show I like is "Blue Peter". Some things I watch with my Dad are "Dr. WHO" and "Top Gear", "Premier League Football(Soccer) Highlights" and from the past, "Red Dwarf", "Robot Wars", "Faulty Towers", "Dad's Army", "Only Fools and Horses", "Absolutely Fabulous", "The Young Ones", "Black Addr", "Escape to the Country", "Monty Python", "Tiswas", and "Top of the Pops".

#### Family Interview 4:

I am 9 years old, and I prefer to watch mostly animated cartoons in my age group, things like iCarly, or programs with live actors who are doing funny things captured on video. I also enjoy occasionally watching videos related to my Minecraft network world. I enjoy kids programs from England, and today often watch in addition to what my brother mentioned, a program called "The Dumping Ground" and shows where they are spending a year interviewing students in an English style school, which is very different to mine here in the US, to see what it was like for my Dad growing up in England.

#### Friend Interview 5:

I grew up in the US as did my husband, and we prefer comedy and artistic related topics. With our 3 teen age boys we often watch fantasy and adventure.

#### Instructions for Interviewing:

If you know your interview candidate and want to get them chatting, ask directed questions that are the same, but that will strike a chord that gets them to chat about their likes and dislikes. If you do not know your interview candidate, ask everyone the same questions, but if you see they are having trouble responding, try various more directed approaches that may strike their interest to get them talking. Always in every case, take time to listen to your customer audience. Every successful product is

guided by what people want, and if you do not listen and produce what people want when you are interviewing them, you will not succeed.

Customer Interviews Affect on FicRec:

Given FicRec is completely adaptable based upon the interests in fictional entertainment of the user, there is no tweaking that needs to be done.