

Interview Guide (Semi-Structured)

Title: Indoor Navigation Experience Interview

Duration: 15 minutes

Participants: Students / Staff / Visitors

Building: PFT (Patrick F. Taylor Hall)

Section 1: Background (2–3 questions)

1. What is your role on campus? (Students, staff, visitors, etc.)
2. How familiar are you with PFT? (First time / Sometimes / Often)
3. What types of places do you usually look for in PFT? (e.g., classrooms, labs, offices, restrooms, advising, events)

Section 2: Experience & Problems (Core Section)

4. How would you describe navigating inside PFT?
5. Can you describe a time/event when you had trouble finding a room or office inside PFT?

👉 (*Follow-up probes*)

What happened?

Where did you get stuck (hallways, floor change, room area)?

How did you feel?

How much extra time did it take approximately?

6. When you cannot find a location inside PFT, what do you usually do?

👉 (*Probe examples*)

Do you ask someone for help?

Do you use signs/room numbers?

Do you check any static maps?

Do you use your phone to search?

7. What parts of PFT feel most confusing or slow to navigate?

👉 (*Probe examples*)

Room numbering (what's confusing/missing)?

Signage (what's confusing/missing)? (e.g., room numbers, directional signs, floor directories, wall maps)

Similar-looking hallways?

Floor transitions (stairs/elevators)?

What about landmarks? (e.g., elevators, stairwells, big atrium, vending machines)

8. What cues help you the most when navigating inside a building?

👉 (*Probe examples*)

Room numbers

Directional signs

Landmarks (stairs, elevators, vending machines, glass doors)

Asking people

Maps

Section 3: Accessibility & Needs

9. Do you have any preferences when navigating buildings? (e.g., elevator vs stairs, shortest path vs easiest path, well-lit routes, avoiding crowded areas, carrying heavy objects)

10. Have you ever struggled to find an accessible route inside PFT (e.g., elevator, ramp, automatic doors)?

👉 (*Follow-up probes*)

What did you do instead?

Section 4: Future Solutions

11. As a pedestrian, do you use any digital navigation system outdoors? (e.g., Google Maps, Apple Maps)

12. What do you like about that system?

👉 (*Probe examples*)

ETA/time estimates

Step-by-step directions

Voice guidance

Rerouting when off track

Landmarks

13. Would you use a digital indoor navigation system for PFT?

a. Why or why not?

14. What might stop you from using it? (e.g., accuracy, battery, extra effort, hard to learn)

Script:

"Hi, thanks for joining today. I'm going to ask a few questions about your experiences navigating inside PFT (Patrick F. Taylor Hall). This is **not a test of you** we're studying the building navigation experience.

This interview will take about **15 minutes**. Your responses will be used for research and design purposes. You can skip any questions or stop at any time.

Do I have your permission to proceed?"

If recording:

"Is it okay if I audio recording this interview for notetaking? Only the research team will access it."

Section 1: Background (2–3 minutes)

Q1. "To start, what is your role on campus—are you a student, staff, or visitor?"

Q2. "How familiar are you with PFT?"

(*If needed: "Would you say first time, sometimes, or often?"*)

Q3. "What types of places do you usually look for in PFT?"

(*Examples if needed: "classrooms, labs, offices, restrooms, advising, events"*)

Section 2: Experience & Problems (6–7 minutes)

Q4. "How would you describe navigating inside PFT?"

(*If short answer: "What makes it easy or difficult?"*)

Q5. "Can you describe a specific time or event when you had trouble finding a room or office inside PFT?"

👉 Follow-up probes (use as needed):

- "What happened?"
- "Where did you get stuck—like hallways, floor changes, or a specific area?"

- “How did you feel in that moment?”
- “About how much extra time did it take approximately?”

Q6. “When you cannot find a location inside PFT, what do you usually do?”

👉 **Probe examples (use as needed):**

- “Do you ask someone for help?”
- “Do you use signs or room numbers?”
- “Do you check any static maps?”
- “Do you use your phone to search?”

Q7. “What parts of PFT feel most confusing or slow to navigate?”

👉 **Probe examples (use as needed):**

- “Room numbering—what’s confusing or missing?”
- “Signage—what’s confusing or missing?”
(e.g., *room numbers, directional signs, floor directories, wall maps*)
- “Do hallways look similar, making it hard to tell where you are?”
- “How about floor transitions—stairs or elevators?”
- “What about landmarks—like elevators, stairwells, atrium, vending machines—do they help or not?”

Q8. “What cues help you the most when navigating inside a building?”

👉 **Probe examples (use as needed):**

- “Room numbers”
- “Directional signs”
- “Landmarks (stairs, elevators, vending machines, glass doors)”
- “Asking people”
- “Maps”

(Optional comparison probe)

“If you had to choose, do you rely more on **signage** or **landmarks**? Why?”

Section 3: Accessibility & Needs (2–3 minutes)

Q9. “Do you have any preferences when navigating buildings?”

(Examples if needed: “elevator vs stairs, shortest path vs easiest path, well-lit routes, avoiding crowded areas, carrying heavy objects”)

Q10. “Have you ever struggled to find an accessible route inside PFT—like an elevator, ramp, or automatic doors?”

👉 **Follow-up probe:**

- “What did you do instead?”

Section 4: Future Solutions (2–3 minutes)

Q11. “As a pedestrian, do you use any digital navigation system outdoors, like Google Maps or Apple Maps?”

Q12. “What do you like about that system?”

👉 **Probe examples (use as needed):**

- “ETA or time estimates”
- “Step-by-step directions”
- “Voice guidance”
- “Rerouting when off track”
- “Using landmarks”

Q13. “Would you use a digital indoor navigation system for PFT?”

Q14. “Why or why not?”

Q15. “What might stop you from using it?”

(*Examples if needed: “accuracy, battery, extra effort, hard to learn”*)

Wrap-Up (30 sec)

“Those are all my questions. Is there anything else you’d like to share about navigating inside PFT, anything we didn’t cover?”

“Thank you so much for your time.”