

1. Before the Participant Arrives

- Set up zoom meeting and send link to participant
 - Begin zoom call
 - Make sure both the participant and interviewer microphones and speakers are working clearly
 - Have questions ready
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2. Intro

[Greeting]

- Hello / Good morning / Good afternoon, <user's name>!
- My name is <your name> and I am a <school major / year>.
- Thank you for joining this session! How are you?

[Explaining the goal]

- <User's name>, Our goal today is to evaluate how student users such as yourself might use our club social planning tool.

[Rules of the game]

- To do this, I'm going to ask you to complete a few tasks while you pretend to be a club leader who is planning an upcoming club social. We'll provide you with scenarios that might come up for you as a club leader, all you need to do is work through these the best you can.
- Additionally, I'll have you answer some questions that I want you to answer honestly. Frankly speaking, it might seem like an exam, but it isn't.
- There are no wrong and right answers today — any feedback is welcome. Please think aloud about everything you do.

[Permission to record]

- Before we begin, we'd like to ask for your consent to record this interview so that other members of the team who aren't here can review the interview after it's completed.
- This would just for internal use—nothing will be shared anywhere without your permission. Would you allow us to record?
- *If the interviewee approves:* Great! Thank you! Now let's start the interview.

At this point, do not forget to press the “Record” button.

- *If the interviewee refuses:* Okay, no worries. Then we’ll just make some handwritten notes.

3. Task #1

[exploring event options]

- “You’re a club organizer looking to plan a new club social for your professional development club. You’re open to discovering new events to do on your social so use the homepage to identify and save your top 3 choices”
 - Primary goal: browse event options
- “After this initial exploration, you decide to filter the events by how far from campus they are because you’re worried about how your club members will get there.”
 - Primary goal: enable a filter
- “Finally, you’ve heard from a friend that the Marina Del Rey Kayaking event was really fun, find the event again by going to your saved list.”
 - Go to the saved list

4. Task #2

[acquiring and organizing event details]

- “For your next task, open the event page for Marina Del Rey Kayaking to learn more about it.”
 - Primary goal: open the event page
- “Identify where the event is happening, when it is open, and any equipment required.”
 - Main goal: Go through the event's information page carefully.
- “Finally, you plan to have your club members arrive via carpool, find out how to get there by car”
 - Primary goal: interact with the carpool element next to the map

5. Task #3

[using the planning tool]

- “You’ve now decided to plan a club social at the Marina Del Ray kayaking center. You aren’t sure when your group will be available so you need to provide your club members with a form to fill out their availability.”

- Primary goal: enable the scheduling form, click the when2meet link and create a when2meet. Fill out the section with the wehn2meet link.
 - Secondary goal: disable the set time and date section.
- “Now that scheduling is accounted for, you need to provide your club members with information on where to meet up and how to get there. Additionally, since your group will be carpooling, you’ll have to provide them with a form to figure out who will be driving and who will be riding.”
 - Primary goal: click the link to create a carpooling form copy and paste the link back into the form.
- “Now, you aren’t sure what equipment people need to bring and there aren’t any fees associated with this club social so you want to exclude that information from your message.”
 - Primary goal: Disable the equipment and dues section.
- “Finally, send your completed message to your group members!”
 - Primary goal: copy the message to the clipboard.

6. Interview Questions

- General Homepage
 - What was your initial impression of our homepage?
 - Did you find the information on the homepage immediately helpful or engaging?
- Information Volume and Relevance
 - How do you feel about the amount of information on the homepage?
 - Do you feel like the information presented on the homepage is to your needs or interests?
- Specifics on Homepage Content
 - What specific content on the homepage caught your attention?
 - Was there any information you felt was missing or unnecessary on the homepage?
- Ease of Navigation
 - Were you able to find what you were looking for without any confusion?
- Suggestions for Improvement
 - Do you have any suggestions on how we can improve the information layout or content on the homepage?
 - Are there any features or types of information you would like to see added to the homepage?
- Overall Satisfaction
 - Overall, how satisfied are you with the information and layout of the homepage?

7. Tactful communication

- Goes off track

- Interesting thought, can you explain more about how that relates to the question?
 - Why did you think of that point when I asked the question?
- Interesting point, we can touch on it again later, if we have time at the end.
- Interesting, to get back on track [restate/ reword the question]
- Time is running out
 - For the sake of time, let's move onto the next question.
 - Ok, we can come back to that point in the end if time permits, but we have move on to the next question now.
- Deflecting
 - I see what you mean, so [state goal of question], [reword the question]
- Rephrasing/ interpreting/ mirroring
 - Why do you feel [whatever emotion the participant stated]
 - Emphasize what the reasoning behind the emotions are to get to a root cause
 - Clarify what their point is
 - Ask for elaboration on their points

8. Summary/Recap

Alright, we've now concluded the main portion of our interview! I'm just going to ask a few summarizing questions before wrapping up to touch back on our key points.

[Summary Questions]

- Overall Experience Recap
 - Reflecting on the tasks you completed, how would you summarize your overall experience with our platform today?
 - Were there any standout features or moments during your use of the platform?
- Homepage Feedback
 - Looking back at your initial interaction with the homepage, how would you describe its impact on your experience?
 - Based on your entire session, would you suggest any changes to the homepage to enhance user interaction?
- Task-Specific Insights
 - Thinking about the specific tasks you undertook, which one did you find most engaging or useful, and why?
 - Were there any tasks or aspects of the platform that you felt could be improved or were less effective?
- Ease of Use and Navigation
 - Overall, how would you rate the ease of use and navigation of our platform?
 - Did you encounter any challenges or points of confusion that you'd like to highlight?
- Suggestions for Improvement

- Based on your experience today, what are your top suggestions for improving our platform?
 - Are there any additional features or tools you think could enhance the user experience?
- Final Thoughts
 - Do you have any final thoughts or feedback that you haven't yet shared but believe is important for us to know?
 - How likely are you to recommend our platform to others based on your experience today?

[Further insights]

- You mentioned that previous point of importance, can you elaborate on what you meant by this?
- Among all the things talked about in this interview is the most important factor in keeping track of your assignments?

[Goodbye]

And that concludes our interview today, thank you for all the input and insights you've provided! Is there anything else you'd like to add before we finish today?

- Thank you! It was a pleasure talking with you.
- Have a good one! / Have a great weekend! / Bye!

If you're recording with something like Zoom, stop the recording and end the meeting. Take a moment to write down your clear takeaways.
