Activity Exemplar: Define your research goals and questions

Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the previous activity. This exemplar was completed for a food delivery app called Zia's Pizza.

⭐ Exemplar

Interview goals:

I want to understand common challenges people face trying to manage a busy schedule and meal planning.

I want to identify frustrations people experience during the process of ordering from a restaurant.

Interview questions:

1. Can you describe your current schedule and how you balance your responsibilities with meal planning?

2. How often do you order meals from a restaurant? When you do, what is your motivation for doing so?

3. What challenges do you face in the ordering process? How does this make you feel?

4. Is there any way in which you feel these challenges could be resolved?

Target participant characteristics:

- Ages 18-62

- Lives in metropolitan or suburban areas

- People who order food from restaurants at least once a week

- Include participants of different genders

- Include participants with disabilities

🔍 Assessment of exemplar

In this exemplar, interview goals specific to the app were defined. In this case, the goals were to learn more about the challenges people experience while trying to manage a busy schedule and meal planning, as well as some of the frustrations they experience while ordering from a restaurant. Understanding these goals going into the interview helped researchers understand the needs and struggles of the users the app is targeting.

When choosing participants to interview, certain participant characteristics were identified to help ensure a representative sample was interviewed. For this example, the participant who was interviewed was Reena, a 37-year-old paramedic from a suburb near Denver, Colorado who eats out several nights a week and has a busy schedule. For your participants, it's important to include a diverse but targeted group of users when conducting interviews in order to get the best data.

For the Zia's Pizza app, the ideal participants were people of different abilities and genders who are between the ages of 18 and 62, order food from restaurants at least once a week, and reside in metropolitan or suburban areas.

Next, interview questions were written based on the goals identified at the beginning of the process. Those questions were written to be open-ended to encourage detailed conversation.

Now, compare the exemplar to your completed user interview preparation material. What did you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress through the course.

Mark as completed