**DISCIPLES OF LEMONGRAB:** Angela Pate | Flavio Castro | COGS 187B

**USER STUDIES:** User Questionnaire

**SEARCHING FOR A MARICAH BAND**

What do you look for in a mariachi?

**Assume that you are looking to hire a Mariachi band, what is the most important information you would want to have about the band?**

**What other kind of information do you think is also important in making your decision about whether to hire a band or not?**

**Is there anything in particular that you would like to know beforehand that would automatically make you NOT select a band? Like too high a price, location not convenient, or not enough information about the band?**

**Did you already have something in mind or a particular preference when hiring a band, or are you open to being persuaded based on the band’s presentation and previous experience?**

What do you think when you see an all female group like mariachi divinas?

**Mariachi Divinas is an all-female band. Do you consider this to be a selling point for the band? Is it something that you think would make you more likely to hire the band?**

Would you hire a mariachi for your event? Why or why not?

**CONTACTING THE BAND**

Do you prefer contacting a mariachi through phone or through email?

**Assume that you found a Mariachi band that you are willing to hire, what is the best way that you would like to get in contact with them?**

**What kind of information would you want to get from the band upon first contacting them?**

**Is information such as the band’s current availability, special occasion/events, willingness to travel, etc. important to know before you contact the band?**

What would you expect to see on a website dedicated to a mariachi group?

**You are searching for a band online and have searched up some band websites. Before going to the actual website, what do you expect to be presented with? What kind of expectations do you have at the top of your head?**

**Is there anything in particular that you think is a MUST-HAVE for the website detailing a Mariachi Band?**

**What kind of media do you expect or would you like to be presented with? This includes anything from images, videos, music players, animations, etc.**

**PAST USERS**

How did you learn about the group?

**Did you experience any difficulties when contacting the band?**

**Could the process of hiring a band have been easier in any way, if so how?**

How was your experience with having the mariachi? Did you enjoy their performance? Why or why not?

**When you hire a Mariachi band, how many do you take into consideration and how do you make your final decision?**

**Would you be willing to give a review of a band that you have previously hired? Do you think this is information that you would have liked to see when hiring a band?**

**Was there any selling point to a band that you have previously hired, if so where did you find that information?**

Would you hire them again? Why or why not?

**RESTAURANT USERS**

How do you feel when you see a mariachi playing at this restaurant?

**As a restaurant visitor, if you see a band perform and like them, would you be willing to go to a website to gather more information about them?**

How do you feel when the mariachi comes to play at your table?

**What kind of additional information would you like to get from a band after you see them playing, such as contact information, history of the band, how often the play at the restaurant?**

**Is there something in particular that would make you want to go to a website to get more information.**

What do you think the mariachi adds to the atmosphere of the restaurant?

What words would you use to describe the mariachi?

**POTENTIAL USERS**

What do you look for in a mariachi when you want to hire them? Does this mariachi have that characteristic?

**Is there a particular brand that you are looking for when hiring a Mariachi band? Does something have to stand out about the band for you to hire them?**

If this mariachi had a website, what would you look up before hiring them?

**If you knew that a Mariachi band you were looking into had a website, would you be willing to use that website in order to gather more information about the band?**

**What kind of tasks would you perform on the website or what kind of things would like to be available to you?**

**Is there some piece of information that you would want to be presented right away?**

**Is there a specific way in which you would want the information to be presented to you? For example would you prefer to see more images than text, or more videos, etc.?**