

## **COM 525 Interview/Observation Guide**

**Group One: Marshall Browning, Laurie Riley, Andrew Roback, Hisham Teymour**

### **Information Goal of the Interview**

The purpose of this study is to uncover the individual preferences, shopping habits, demographic information, and system usage of shoppers who use the Dominick's self-service checkout kiosk. As part of our investigation into system usage, we seek to gather information on both system and user error type and frequency, and on any subsequent recovery.

### **Strategies For Achieving Our Information Goals**

In our survey instrument, we sought to gather demographic and preference information from Dominick's customers who utilize self-service checkout kiosks. In this interview guide, we now seek feedback on how customers feel about the self-service checkout process, and are open to letting specific customer experiences guide us in our usability goals of increasing customer satisfaction and frequency of use of Dominick's self-service checkout kiosks.

Since we seek to improve the kiosks, we are mainly interested in letting interviewees voice their frustrations with the current system. However, we also recognize that allowing customers to speak about aspects of the self-service checkout they really love (if they express an interest in talking about them) would also be valuable to our usability goals--any redesign should certainly retain any and all popular features or aspects of the system, and desirable attributes of the current system could be applied to the development of new features.

Ultimately, the interviewer should create a comfortable environment by using the following questions to guide customers into telling mini-stories that reveal their feelings about the self-service checkout process. The interviewer should also pay attention to the nonverbal cues listed below as they may also provide this information.

Additionally, the interviewer will be responsible for keeping the interviewee on track when he/she is discussing experiences and should try to steer the respondent toward expressing particular frustrations that he/she has had with the self-service kiosk, helping the interviewee to avoid speculating on other people's experiences or tangential concerns (e.g. frustrations with Dominick's stores or grocery shopping in general).

The interview will be semi-structured, with several follow-up questions provided for the interviewer to solicit additional information about each topic.

## **Structure Of The Interview Guide**

The interview guide itself is designed for an interviewer who is not an expert in this topic. Clear instructions about how to perform the interview, arrange the room and use the guide are written for the interviewer. The guide is in tabular form. Each question is asked on one page; follow-up questions and notes to the interviewer are included in the table for each question. In addition, the table provides the interviewer with ample space to note the participant's responses, the interviewer's own follow-up questions, as well as any other information the interviewer believes will benefit the project team.

# ***INTERVIEW GUIDE DOMINICKS SELF-SERVICE CHECKOUT KIOSK PROJECT***



## **How To Use This Interview Guide To Conduct An Interview**

1. Please take time to go through this guide and familiarize yourself with each area of inquiry and each individual question. It is important to know that each question has been developed and worded specifically to obtain a precise piece of information from each participant in both a non-biased and non-threatening manner.
2. Take notes on your participant's answers.
3. Listen carefully to what your participant is saying to you and feel free to ask follow-up questions (in addition to those provided) if a participant brings up a topic not covered in your question or if you need clarification of the answer.
4. If a participant has particularly strong feelings about a topic, please take down his/her comments in double quotations. This type of specific, qualitative information is very important to this study's project team. Paraphrases should be contained within single quotations.
5. We have provided information for follow-up questions or suggested follow-up examples for some questions that might be handy if your participant seems not to have an answer for a particular question. But always allow your participant to give an undirected answer first before you provide examples. It may be helpful to wait for an undirected answer a bit longer than it feels comfortable to do so.
6. Each question is asked on its own page in a tabular format. The table includes columns with suggested follow-up questions and interviewer notes as well as areas for you to note your own follow-up questions, the participant's responses and any other information you think might be important for the project team to know.
7. Don't be afraid to stray from the questions, especially if your participant has strong feelings on a particular topic related to using self-service kiosks. This can often be very valuable input to the project team.
8. Observe your participant's behavior and demeanor closely as he/she answers your questions. Non-verbal behavior should be underlined (example: pounds the table with her fist).

## **How The Interviewer Can Bias The Interview**

Keep in mind that although the questions for this interview have been developed to be unbiased and non-threatening to the participant, it is possible for you to bias the interview by the way in which you ask a question or a follow-up question. Interview participants will try to understand and answer your questions to please you. If you seem displeased by an answer, they might try to please you by changing their answer. It is important to keep a neutral stance and facial expression (do not move closer to or touch the participant, and avoid frowning or standoffish physical gestures like crossing your arms). Avoid cutting the participant off with a follow-up question; wait until he/she is done speaking or is trailing off before supplying a follow-up question.

## **Before You Begin The Interview**

- Seat the interviewee and yourself at a table. Chairs should be positioned so that you are both on the same side of the table, not sitting across from each other. Sit with a comfortable amount of space between you, and make sure to eliminate any distractions.
- Wait until the participant is comfortably seated, has taken off her coat, etc., before beginning the opening remarks.
- Introduce yourself and give the participant your contact information, or the contact information of the project manager, letting them know that if they have additional questions about the interview after it is over, they can contact you or the project manager.
- Explain the purpose of the interview.
- Place a photo of the self-service kiosk on the table. If the participant is having difficulty articulating which part of the kiosk he or she is trying to describe verbally, remind the participant that he or she can point to the photo.
- Explain the format of the interview. Tell the participant that you'll ask approximately 16 questions and you imagine the interview will take about an hour.
- Let the participant know that his or her responses are confidential. Explain to the participant that his or her name and personal information will not appear in any materials, only his or her responses to the questions.
- Inform the participant that he/she can take a short break if necessary.
- Ask the participant if he/she has any questions.

## **Non-Verbal Cues**

Non-verbal behavior in response to questions is often just as important as the verbal answers your respondents will give to a question. Please observe the participant's attitude and non-verbal behaviors as they answer and note them if they seem significant to you or in opposition to what they are saying. Important non-verbal cues might include:

- Smiling
- Frowning
- Looking puzzled
- Shaking of head
- Leaning toward you
- Leaning away from you
- Nodding
- Shrugging the shoulders
- Sighing
- Looking off into the distance
- Appearing bored
- Appearing uncomfortable and jittery

## Opening Remarks

**Interviewer:** Thank you so much for taking the time to discuss your grocery shopping preferences with us. We are hoping to obtain information on self-service checkout kiosks at grocery stores and your input is valuable. Our goal is to use information that we obtain from users like you to make recommendations for how to improve shoppers' overall experience with self-service kiosks.

On the table is a picture of a self-service kiosk. Please feel free to point to the picture when you are answering a question to illustrate which particular place on the kiosk you are referring to.

I have a series of questions to ask you in three different areas: your shopping preferences, the way you use the automated checkout kiosks at Dominick's and any problems that you might encounter and how you solve them when using the automated checkout kiosks at Dominick's.

This interview will take about an hour. If you'd like to take a short break at any time, just let me know.

Please know that all of your responses are confidential. Your name and personal information will not be disclosed. The only information we will disclose are your responses to our questions.

If I say something that is unclear or you are confused about what I am asking, please feel free to stop me and ask for clarification.

Do you have any questions before we get started?

## Individual Preferences

Q1: How often do you use the self-service checkout kiosk when you shop at Dominick's?				
Follow-up Question	Your Additional Follow-up Question	Interviewer Note	Participant Response	Additional Information for Project Team
<p>If respondent says seldom or rarely, ask "Is there a specific reason why you don't use the automated checkout kiosk every time you shop at Dominick's?"</p> <p>Expect a wide range of answers for this question. Be prepared to note particularly strong positive or negative reactions.</p>		<p>If your respondent acts as if he/she doesn't know the type of system you've asked about show the photograph of the kiosk that you've placed on the table</p> <p>Your participant may respond to the follow-up question with input such as:</p> <ul style="list-style-type: none"> <li>• Ease of use</li> <li>• Size of shopping load</li> <li>• Purchase of liquor or other items which require identification.</li> </ul>		

**Individual Preferences**

Q2: How satisfied would you say you are with self-service checkout kiosks in general?				
Follow-up Question	Your Additional Follow-up Question	Interviewer Note	Subject Response	Additional Information for Project Team
		Expect some sort of range of satisfaction. Feel free to provide some suggestions such as very satisfied all the way to very unsatisfied, but only if the participant doesn't seem to know how to answer.		



## Individual Preferences

Q3: What kind of self-service checkout kiosks have you used other than those at Dominick's?				
Follow-up Question	Your Additional Follow-up Question	Interviewer Note	Subject Response	Additional Information for Project Team
		<p>If your participant is unable, after a good period of time, to come up with other examples, you might offer the following as suggestions:</p> <ul style="list-style-type: none"> <li>• Other grocery stores, home improvement stores, mass merchandisers</li> <li>• ATM at a bank</li> <li>• Video rental kiosks</li> <li>• Self-service library checkouts</li> <li>• Self-service photo duplication systems</li> <li>• Automated parking meters</li> <li>• Automated parking garage checkouts</li> <li>• Automated airline check in systems</li> </ul>		

**Individual Preferences**

**Q4: How would you say that these other automated self-service checkout kiosks compare with the systems at Dominick's?**

<b>Follow-up Question</b>	<b>Your Additional Follow-up Question</b>	<b>Interviewer Note</b>	<b>Subject Response</b>	<b>Additional Information for Project Team</b>
---------------------------	---	-------------------------	-------------------------	--

		Expect a wide range of answers for this question. Be prepared to note particularly strong positive or negative reactions.		
--	--	---	--	--

## Individual Features

*Note to the interviewer:* Some of these questions appear to be asking for survey-type information. But remember, they are just fronts for obtaining the interviewees feelings, frustrations, thoughts about the U-Scan process (things we cannot obtain in survey form). Keep this in mind as you ask these questions.

<b>Q5: Do you remember how you usually begin when you start checking out your groceries at the kiosk?</b>				
<b>Follow-up Question</b>	<b>Your Additional Follow-up Question</b>	<b>Interviewer Note</b>	<b>Participant Response</b>	<b>Additional Information for Project Team</b>
If the answer is negative, probe with follow-up question such as “Yeah, I know it can be hard remembering the small things we do every day. Just to make sure, do you ever find it difficult to start using the kiosk? “If this answer is affirmative, probe for the source of confusion. If negative, move on.		<p>If the answer is affirmative let the interviewee continue telling you (if you feel there is more story encourage them to talk as much as they need to) or prompt interviewee to start telling you.</p> <p>Look for non-verbal behavior. Note how long it takes the interviewee to jog his/her memory.</p>		

### Individual Features

**Q6: Why do you think you tend to use [interviewee start-up feature] versus, say, [other possible startup features]?**

Follow-up Question	Your Additional Follow-up Question	Interviewer Note	Participant Response	Additional Information for Project Team
Based on the response, ask the respondent about whether he/she was aware that the other start-up options exist.		Try to get a clear idea if the respondent has strong feelings about the start-up features, and if so, why.		

### Individual Features

#### Q7: How easy do you find it to scan your items when you make a purchase?

Follow-up Question	Your Additional Follow-up Question	Interviewer Note	Participant Response	Additional Information for Project Team
If the respondent indicates that the process is not easy, ask why and encourage him/her to talk as much as they need to and note behaviors.		If the respondent answers, "Easy," encourage him/her to continue voicing any positive feelings for the scanning process , or move on		

### Individual Features

Q8: Have you ever bought produce either by typing in the product codes or weighing it?				
Follow-up Question	Your Additional Follow-up Question	Interviewer Note	Participant Response	Additional Information for Project Team
<p>If the respondent answer with an affirmative, ask “How easy or difficult did you find it?” Also, ask, “Do you think it could it be easier for you? How so?”</p> <p>If the respondent responds in the negative, ask, “Have you not had the chance or do so or do you avoid buying produce when using the kiosk?” If the answer to this follow-up is “Yes,” ask why and probe into their fears/worries. Ask how the process could be made better so he/she would feel more comfortable buying produce.</p>				

## Individual Features

Q9: Have you ever bought any age-restricted items, like liquor, at the kiosk?				
Follow-up Question	Your Additional Follow-up Question	Interviewer Note	Participant Response	Additional Information for Project Team
<p>If the answer is affirmative, ask, “How easy did you find it?” Ask, “Do you think it could be easier for you? How so?”</p> <p>If the response to the original question is negative, ask “Have you not had the chance or do you avoid buying produce when using the kiosk?” If the answer to this question is affirmative, ask why and probe into their fears/worries. Ask how the process could be made better so he/she would feel more comfortable buying age-restricted items.</p>		<p>Also try to obtain information on the interviewee’s attitude towards the id-checking employees (if applicable).</p> <p>Assure the interviewee that he/she will not ask questions about the actual purchase but about the interviewee’s experience.</p>		

## Individual Features

### Q10: How many different ways do you think you've paid at the kiosk?

Follow-up Question	Your Additional Follow-up Question	Interviewer Note	Participant Response	Additional Information for Project Team
For each type of payment method that your respondent lists, ask 'How easy do you find it to pay in this way?' And, 'Do you think the payment process could be made any better for you? How so?'		If your respondent seems confused, clarify by saying, "By this, I mean, by credit card, by check, by cash, by any other payment method including coupons."		



## Errors

Q11: Have you ever encountered any difficulty with using the kiosk? That is, has anything ever “gone wrong”?				
Follow-up Question	Your Additional Follow-up Question	Interviewer Note	Participant Response	Additional Information for Project Team
<p>If the answer is “no”, follow-up with, “Are you sure? Everything has worked perfectly 100% of the time?”</p>		<p>The answer to this question, at least for repeated users, is almost certainly going to be a “yes,” unless the interviewee doesn’t really stop to think about it.</p> <p>Throwing in “100%” might make the interviewee think a little more carefully. If you try to jog the interviewee’s memory in this way and they still say “no”, skip the rest of these questions, as they will then be invalid.</p>		

## Errors

Q12: So what has gone wrong?				
Follow-up Question	Your Additional Follow-up Question	Interviewer Note	Participant Response	Additional Information for Project Team
		<p>Interviewer note: Be prepared to provide some examples if they can't recall exactly what the problems were. You might hear things like:</p> <ul style="list-style-type: none"> <li>• Can't find the right produce product code</li> <li>• Finding where to insert cash</li> <li>• Finding where to receive change</li> <li>• Bagging items sometimes don't register</li> <li>• Finding items with 2-term names and no bar code, such as "snow peas" or "red pepper"</li> <li>• Coupons won't scan</li> <li>• The system registering my personal item as a scanned item and telling me to remove it from the bagging area</li> </ul> <p>It is important to note these errors because you'll use them to ask about specific incidents in Questions 13, 14 and 15.</p>		

## Errors

**Q13: [For each item the respondent provides in question 12, ask] Was [the problem] resolved?**

Follow-up Question	Your Additional Follow-up Question	Interviewer Note	Participant Response	Additional Information for Project Team
If yes, ask, "How was it resolved?"  If no, ask, "What happened?"		Expect such responses as the respondent abandoned the kiosk and went to a traditional checkout lane. Or he/she had to call over a floating cashier or store manager to help them complete their transaction.		

## Errors

Q14: [For each item discussed in questions 12 and 13 ask] How difficult was it to resolve [the problem]?				
Follow-up Question	Your Additional Follow-up Question	Interviewer Note	Participant Response	Additional Information for Project Team
For a respondent who experienced a tangible degree of difficulty with one or more items, ask “Did this experience make it less likely for you to use the kiosk in the future?” and “Did this experience impact your overall shopping experience at Dominick’s?”		<p>If the interviewee is unsure how to answer, be prepared to provide a range of responses, from very easy to very difficult.</p> <p>These questions may elicit emotional responses.</p>		

## Errors

**Q15: [For each item discussed in questions 12, 13, and 14] In your opinion, what caused [the problem]?**

Follow-up Question	Your Additional Follow-up Question	Interviewer Note	Participant Response	Additional Information for Project Team
		<p>If the respondent replies "I don't know," do not force him or her to speculate.</p> <p>Be sure to get the interviewee to elaborate here. Listen for situational nuance as well as the impression of the interviewee of each problem's cause--their understanding of how each error occurred is at least as important as how it actually did occur.</p>		

### Closing Question

**Q16: Do you have any other thoughts or ideas about using the automated checkout kiosk that you'd like to add?**

Follow-up Question	Your Additional Follow-up Question	Interviewer Note	Participant Response	Additional Information for Project Team

## **Closing Remarks**

**Interviewer:** This concludes our interview. Thank you for taking the time to talk with me today about your experiences using the self-service checkout kiosks at Dominick's. Please feel free to send us any questions you have using the contact information I provided for you. Thank you again for taking the time to participate in this interview.

Photo of Dominick's Self-Service Checkout Kiosk To Display On Table

