**Interview Template**

**The Commute is your Design Brief**

**A commute is an activity related to your Design Brief**

**Briefing:** Write 3-4 sentences introducing yourself and then summarising the main goal of the interview, so that you can brief your interviewee and explain to them what type of questions you will ask.

**Basic information**

1. Age:
2. Occupation:
3. Course:
4. How far away from University do you live:

## General background

**What are your general thoughts about public transport?**

What do you value most while traveling?

**Specific background**

1. Do you use public transport?
   1. If so, do you enjoy using public transport?
      1. Do you travel by bus?
         1. If so, how often?

Only travelled once on a bus this year. Usually cycles everywhere

* + - * 1. How long is your bus journey typically?
        2. Do you find traveling by bus easy and accessible?
        3. Why do you choose the bus instead of other forms of transport?
        4. What do you value most about it?
        5. How can busses be improved for you?
        6. Do you make use of any utilities on the bus such as the chargers or wifi?

Are there any additional devices which you would like to see used?

* + - 1. If not, why?
         1. What public transport do you use?
         2. What makes you use other forms of transport?
         3. How can busses be improved for you?
         4. What do you value most about it?
    1. While traveling, what do you usually do?

bike

* + - 1. Do you use any specific apps while traveling?

Google Maps

* + - * 1. What is the purpose of the app?

Give users directions

* + - * 1. What do you like about the app?

It’s easy to follow and will reroute to wherever needing to go. Phone allows for a driving mode so other apps are not distracting whilst cycling.

* + - * 1. What do you dislike about the app?

May give directions that aren’t needed/useful or wrong.  
Doesn’t take into account all of the bus lanes.

**repeat for each app…..**

* + - 1. Is there any specific app concept that you think could make your journey better?
    1. What do you think could make your journey a better experience?
    2. What do you like about public transport?

1. If not, why do you not use public transport?
   1. What could be improved?
   2. What would make you use public transport as opposed to whatever transport you use currently?

**Specific exercise**

Ask them to talk through the last time they performed a certain task, and the steps involved throughout that process.

1. When was the last time you used public transport?

Getting a train to London.

* 1. Could you describe the steps of your journey (if there were more than one)?
     1. Did you use your phone?
        1. If so, what apps did you use and why?
  2. Did everything go according to plan?
  3. What were some positive aspects of your journey?
  4. What were some negative aspects of your journey?
  5. How would you improve this experience?
* Have contactless on all modes of public transport.
* A universal form of Contactless across the country for trains and all other forms of public transport

**User experience**

1. What tools have you had a great experience with?
2. What made these experiences great?

**Closing**

1. Do you believe there is anything that we haven’t covered today about public transport?
   1. Is there anything else we haven’t considered that is important?
2. Do you have any questions for us?

**Debriefing:** Now the interview is closed. Try to recap the essential points and thank the interviewee. Write this script down (3-4 sentences).