**Briefing**

* Welcome them to the interview
* State the brief as The Commute
* Give an overview of what the app is about / for
* State the persona goals

**Interview questions**

1. *Customer introduction questions*

* What does your typical weekday look like?
* When do you normally first use your phone on a typical day?
* What are some of the apps and websites you use the most?
* Tell me what you do in life
* Any lifestyle questions that are related to your topic / product.

1. *Topic specific questions*

* What’s your relationship with public transport and their respective apps?
* How do you currently go about public transport and their respective apps?
* How often do you use the bus?
* Tell me about the last time you tried to use a bus app?
* What do you like about the bus you’ve used in the past or currently?
* What is the biggest pain point related to the bus app?
* Have you done something about that pain point?
* If you do use them, why do you keep using bus apps? Why is it important to you?
* What’s the hardest part about travelling by bus?
* What are you currently doing to make this problem easier?
* How does this problem impact other areas of your life?
* What other products or tools have you tried out?
* Have you paid for any of these other products or tools?
* How did you hear about these other products or tools?
* What do you like or dislike about these other products or tools?
* Are you looking for a solution or alternative for [problem / task]?

Go to the usability test plan and go through the tasks.

1. *Product opportunity questions*

* What do you think of this product?
* Why do you think someone would use this product?
* Can you see yourself ever using this product?
* Why do you think you can trust this product?
* How do you think this product is going to help you?
* Would you use this product today?
* What might keep people from using this product?
* What’s the most you would be willing to pay for this product?
* Does this remind you of any other products?

1. *Product reaction questions*

* What’s most appealing about this product?
* What’s the hardest part about using this product?
* Was there anything surprising or unexpected about this product?
* What could be done to improve this product?
* Was there anything missing from this product that you expected?
* Would you keep using this product after what you saw today?

**Debriefing**

* Give overview of the issues they have described
* Ask if they have any suggestions
* Thank them for participating in the interview