

# 2.2 Surveys & Interviews

## Understanding the User

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UX Immersion | UX Design Course | Career Foundry



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# Research Goals

- Understand the user's preferences according to finding online solutions when they confront a problem.
- Find out the satisfaction and frustration points in user's earlier experiences, when dealing with daily problems.
- Collect information on user's technical and behavioral expectations while contacting experts for consulting.

# Participants

The interviewees have been selected according to the following criteria:

- Age: 18 to 40
- Frequent usage of computer and mobile devices
- Medium to high level of awareness about online services
- Living independent (out of parent's house)
- Low to medium salary
- Medium to busy daily schedule

# Interview Introduction

Hi..., First, thank you for taking the time to talk with me.

My name is Negar and I will be walking you through this session today. I am conducting some interviews to understand the behavior of people in moments they decide to find solutions to their questions and problems in online services. I have invited you to participate in this interview because you match the criteria of our target user group.

Please feel free to express what you think and how your experiences are, there is no right and wrong answer to the following questions.

This should take about 20 minutes. If you have any questions, please do not hesitate to ask me at any moment. If you are ready now, we can start.

# Interview Questions

1. How often do you search the answer or solution to your (non)/daily life problems online? please tell me some examples for cases you would rather or not choose the online search.
2. Can you walk me through the process, from the very first moment you came across a question or problem and then checked for an answer online? Maybe the last time that this happened?
3. How much time do you usually spend to get an answer to your question? Please consider a situation with at least medium level of complex, something you cannot solve immediately with the first round of search.
4. Do you know or already use any online services (apps, websites, forums) to post questions?
5. Are you familiar with Q&A apps/sites that offer live stream or video chats with the person who likes to answer your question? If not yet, would you use them and why?
6. Which of the following mediums, would be more comfortable and useful for to communicate with an Expert? Text-, Audio-, Video-chat, Informative videos or live streams on one specific subject.
7. Is there anything that you specially like about such services or anything that you wish was already available, whenever you confront a question?

# Interview Questions

8. Has anything ever happened that led you to frustration or left you misunderstood at the end? e.g. lack of sources, inadequate information, unreliable data without reference, costs, sign in process, etc.
9. For what topics do you think you would rather need or like to ask an expert online? Feel free to open any category of your professional or daily private environment.
10. Do you have any border lines for subjects and categories to check for online consultancy? Any type of problem, which leads you to a direct call or an in-person meeting with an expert.
11. Do you have any general preferences or criteria when you choose an expert for consulting? What do you want to know about them before you send them your question?
12. What do you prefer: to talk to an expert privately but wait longer until s/he is available or post your question in a forum, where more experts can view and answer to your question?
13. Because of the security of user's data and the possible payments for different services you must register an account to use the app. Is there any special information you want to have before signing in?
14. Would you pay monthly and tip experts in case of satisfaction per session or pay each time you want to enter a forum, watch a live stream or contact an expert.  
(there will be the chance of taking a trial month)

# Interview plan

- **Interviewees:**

- 1. David**

Male, 37, IT-support specialist  
based in Berlin

- 2. Vincent**

Male, 35, Data Analyst,  
based in Amsterdam

- 3. Nora**

Female, 25, Junior researcher in  
neuroscience  
based in Frankfurt

The interview scripts will follow in coming pages.

- **Interviews took place within 2 days.**
- **Per skype video-chats and a phone call.**

## 1. David, Male, 37, IT-support specialist

1. How often do you search the answer or solution to your (non)/daily life problems online? please tell me some examples for cases you would rather or not choose the online search.  
Most of the time! if there is a matter related to my privacy and it could reveal my personal info so I would like not to ask it online or I would search it anonym. but most of the cases I firstly search online
2. Can you walk me through the process, from the very first moment you came across a question or problem and then checked for an answer online? Maybe the last time that this happened? In the first step I google my question. If I do not find any direct answer in the first page, then I reform my question or try to do the search with key phrases about my matter
3. How much time do you usually spend to get an answer to your question? Please consider a situation with at least medium level of complex, something you cannot solve immediately with the first round of search.  
sometimes in a matter with high priority I used maybe 3 to 5 hours to find the answer.
4. Do you know or already use any online services (apps, websites, forums) to post questions? I used just a few times Reddit or Quora and no any other apps or website. Because of my work I often use Stackoverflow.
5. Are you familiar with Q&A apps/sites that offer live stream or video chats with the person who likes to answer your question? If not yet, would you use them and why?  
No, I have not heard about them and if I want to use them, I would be really picky because of my privacy
6. What kind of communication method/medium do you prefer when you contact people or business professionals?  
If it is something complicated, I would prefer to make a phone call or send voice messages  
What do you prefer when it comes to Q&A conversations? Please explain why?  
1.Text-, 2. Audio-, 3. or video-chat, 4. Informative explain -videos, 5. Live stream talks  
Online-Chat is good. I do not see the person, but I still can ask my questions live
7. Is there anything that you specially like about such services or anything that you wish was already available, whenever you confront a question?  
I still dream about much more intelligent search engine that could offer me the exact answer.

8. Has anything ever happened that led you to frustration or left you misunderstood at the end? lack of sources, unreliable data without reference, costs, sign in process, etc.  
Lack of references or how far the answers are correct were always a problem
9. For what topics do you think you would rather need or like to ask an expert online? Feel free to open any category of your professional or daily private environment.  
I mostly search about my job/study! the answers or methods that would help me to solve a software problem.  
Most of the time they are not exactly what I am looking for, but they mostly help. I don't use any Q&A App, but for example, wanted to search about a lawsuit case and I really needed confidential but good expertise in this major.
10. Do you have any border lines for subjects and categories to check for online consultancy? Any type of problem, which leads you to a direct call or an in-person meeting with an expert. In matter of emergency like medical or matter of health/life condition. In cases that need Law advice or something that deals strictly with my privacy I would prefer to do it in person
11. Do you have any preferences or criteria when you choose an expert for consulting? What do you want to know about them before you send them your question?  
I want to know how good they are!!! I always read the feedbacks from people online about other professional that I am going to visit.  
I want to know if they are trustworthy and pro in their major.  
  
What would convince you more about an expert in such online services?  
1. His academic background, 2. His years of experience, 3. Feedback of his customers  
all the three options but mostly feedback from other customers
12. What do you prefer: to talk to an expert privately but wait longer until s/he is available or post your question in a forum, where more experts can view and answer to your question? It depends on the matter. Mostly I want to talk in private
13. Because of the security of user's data and the possible payments for different services you must register an account to use the app. Is there any special information you want to have before signing in?  
The general policy of the website or the app ... I don't really read the details but generally want to know under which law and condition do they work.
14. Would you pay monthly and tip experts in case of satisfaction per session or pay each time you want to enter a forum, watch a live stream or contact an expert.  
(there will be the chance of taking a trial month)  
If there was such a huge service, I would firstly see the prices and related services and how often I would use them and then I could decide. Trial month is always good.



## 2. Vincent, Male, 35, Data Analyst,

1. How often do you search the answer or solution to your (non)/daily life problems online? please tell me some examples for cases you would rather or not choose the online search. I would say at least once a day I do look up online solutions for my work as a Data Analyst and Developer because I know 99% of my problems have been encountered previously by other people. Also, for topics out of work I do use a lot of searches and Q&A websites or simply watch a YouTube video about the problem.
2. Can you walk me through the process, from the very first moment you came across a question or problem and then checked for an answer online? Maybe the last time that this happened? Well, it was actually this morning that I looked up for a solution online. It was an IT problem so after one simple Google search I could get some information but as I usually use "Stack Overflow" platform for IT solutions, after not finding anything with google search then I did check Stack Overflow's website and could find my solution in less than 15 minutes.
3. How much time do you usually spend to get an answer to your question? Please consider a situation that you cannot solve the problem immediately with the first round of search. For some of the problems I may need to search for hours and when I could not collect enough information for my queries then I must consider my search terms and how I searched my question. At the end, I have to find the best solution out of few potential solutions I could find online.
4. Do you know or already use any online services to post questions?  
As I mentioned above one of my most visited, and commonly used Q&A platform is Stack Overflow website which is one of the best Q&A services I've ever used.
5. Are you familiar with Q&A apps/sites that offer live stream or video chats with the person who likes to answer your question? If not yet, would you use them and why? I didn't come across this feature of apps yet, but I would definitely use these options as it may save you time to search for long time over more complicated problems.
6. What kind of communication method/medium do you prefer when you contact people or business professionals? Email and text are usually my preference. Only when I am sure about security of the conversation then I would try audio or video calls, because then I can explain and show the situation better. But I really try to avoid it in online services because of data and information security.
7. Is there anything that you specially like about such services or anything that you wish was already available, whenever you confront a question?  
I like the option that people can vote or like the answered question, because it helps others who have the same question to find and validate the best answers faster.
8. Has anything ever happened that led you to frustration or left you misunderstood at the end? Yes, I had this experience before for some complicated problems which at the end verification of answers were very hard as it was not in a well-known platform without any references
9. For what topics do you think you would rather need or like to ask an expert online? Feel free to open any category of your professional or daily private environment.  
IT-related, science, astronomy
10. Do you have any border lines for subjects and categories to check for online consultancy? Any type of problem, which leads you to a direct call or an in-person meeting with an expert. Well detailed question from very complicated scientific problems which there are not even enough online answers for it, or you can't easily verify the proper answer.
11. Do you have any preferences or criteria when you choose an expert for consulting? What do you want to know about them before you send them your question?  
Of course! I would like to know their background and experience in the field that I need their expertise, but these do not always guarantee the quality of consulting, maybe a new professional in a field has more innovative ideas than someone working for years. New comers are mostly open and creative. For me the best and most reliable aspect is the review of other clients.
12. What do you prefer: to talk to an expert privately but wait longer until s/he is available or post your question in a forum, where more experts can view and answer to your question? It depends on the nature of the problem, but in general I like to have more diverse opinions and from different perspectives, so I go for the forum.
13. Because of the security of user's data and the possible payments for different services you must register an account to use the app. Is there any special information you want to have before signing in? I will read the website Privacy Policy section and specially if the service is free, would like to know if they sell your data queries to any 3rd party company
14. Would you pay monthly and tip experts in case of satisfaction per session or pay each time you want to enter a forum, watch a live stream or contact an expert. (there will be the chance of taking a trial month)  
I would definitely try their service in few occasions and in case I think they offer a good service then I go for a monthly plan.

### 3. **Nora**, Female, 25, Junior researcher in neuroscience

1. How often do you search the answer or solution to your (non)/daily life problems online? please tell me some examples for cases you would rather or not choose the online search. **Every day, because when I have any problem at work, I always look online first. In general, it's the same for anything even when I look for a restaurant. I'm not sure for what I would not check online, I do it for anything but in some cases maybe I do not just trust the online answer e.g. for legal and medical advice.**
2. Can you walk me through the process, from the very first moment you came across a question or problem and then checked for an answer online? Maybe the last time that this happened? **Whenever I don't know the answer to a question, I start to google the keyword that highlights that question, like yesterday I was looking for a good restaurant in the city (since I'm still new here) so 1. I checked google 2. checked a tourist-guide-app and 3. called a friend, who I know is expert for eating out**
3. How much time do you usually spend to get an answer to your question? Please consider a situation with at least medium level of complex, something you cannot solve immediately with the first round of search. **It's very dependent on the question, for work I would spend long hours. But for daily stuff, I would say online search should be rather so easy that I find the answer straight away or I assume the answer will not be available online.**
4. Do you know or already use any online services (apps, websites, forums) to post questions? **If you don't consider google as an online service. Then I can think of Yahoo, Quora and for science and research I use Research Gate, I've heard also from a website called Science Bob, but never used it.**
5. Are you familiar with Q&A apps/sites that offer live stream or video chats with the person who likes to answer your question? If not yet, would you use them and why? **No, never heard. Only If I can make sure it takes less time and the Expert is trustworthy.**
6. What kind of communication method/medium do you prefer when you contact people or business professionals? **I really like it when online-chat works. Like when my phone does not work and I contact the support-website it is very convenient to use the chat instead of audio calls, cause then it is impossible to do anything else and I find them very stressful and time-taking in general.**
7. Is there anything that you specially like about such services or anything that you wish was already available, whenever you confront a question? **Most companies offer this FAQ part, but usually they have not listed my specific question... it could be more interactive like the system they already have for their phone calls with the operation**

**system and dial numbers to sort the problem. I wish that was available for Text-Q&A or online chats. so that you define the problem step by step further into details and get connected to the right person.**

8. Has anything ever happened that led you to frustration or left you misunderstood at the end? **As I said I do not like the long time-taking audio calls. I do not like to wait and not get any step closer to a solution.**
9. For what topics do you think you would rather need or like to ask an expert online? Feel free to open any category of your professional or daily private environment. **It's good to have the option to ask an expert online for everything. As long as it does not health and a lot of money I do not min to share anything.**
10. Do you have any border lines for subjects and categories to check for online consultancy? Any type of problem, which leads you to a direct call or an in-person meeting with an expert. **Yes, medical and legal advice. In these cases, I do not trust experts without meeting them.**
11. Do you have any general preferences or criteria when you choose an expert for consulting? What do you want to know about them before you send them your question? **Depends on my problem, for sensitive problems I want them to be recommended from someone I know, and I trust. But If I do not have any other source of information, they need to have really good reviews. Although I know other people may think different.**
12. What do you prefer: to talk to an expert privately but wait longer until s/he is available or post your question in a forum, where more experts can view and answer to your question? **If it's not a sensitive topic, then I prefer to post in forums, because it is more efficient.**
13. Because of the security of user's data and the possible payments for different services you must register an account to use the app. Is there any special information you want to have before signing in? **It is not an encouraging factor, when I can't see the app before sign in. Mainly because I want to be assured that I do not get spammed and clearly see what costs I should pay. and when**
14. Would you pay monthly and tip experts in case of satisfaction per session or pay each time you want to enter a forum, watch a live stream or contact an expert. (there will be the chance of taking a trial month) **At the moment I do not have so many problems that I cannot solve. Generally, I can find the answers without paying anything. I would not go for a monthly payment now.**

# Overall Summary

## What I learned as an Interviewer:

We should constantly consider the fact that we have gathered a lot of information during competitive analysis and our mind is actively dealing with the data, whereas participants have just started to process the information they already have and put them into words. Therefore,

- Questions must be as clear as possible,
- It is always good to have an example in mind and be ready mention, in case the interviewee needs more description

## What I learned from Interviewees:

- Although participants know some Q&A websites, they automatically start their search in search engines like google.
- Users are open to search anything online unless in matters of emergency and high privacy.
- Lack of reference and verification seems to be a common problem for information about daily problems.
- Users pay close attention to recommendations and reviews.
- Users would rather keep their privacy while talking to experts and avoid video chats. "I could send a picture of my broken stuff"
- Privacy and Anonymity is an important aspect for 2 of 3 participants.
- Users would like to see and test the service for a while and decide if they would pay for it.

Thank you for your review

Your comments and critics are welcome