Unobtrusive obs. In the gift shop

Then ask people why did you buy that

Preferred cost, how do people decide what they want to pay for art

**Warm up**

* Give thanks for joining
* Explain why you’re interviewing
  + We are CMU students doing a research project about how people view art. Do you have a minute to talk?
* What you’ll do with the results

**Transition**

* How frequently do you visit museums ?

**Core**

* Begin asking questions.
* Get the customer insights / information you need.
* Are you interested in buying some kind of art from the museum ?
* Were you able to capture the art you liked?
* What if you could bring the art back to your home virtually?
* Would you be willing to subscribe to a service that allows you to do so?

**Close**

* Ask if they want to share something that didn’t come up.
* Ask if you could follow up with a question or two.
* Express gratitude.