**Hybrid Validation Usability Interview Checklist**

**Introduction Script**

Before we begin, I have some information for you, and I’m going to read it from this script to make sure that I cover everything and don’t give off any bias.

You probably already have a good idea of why we asked you here, but let me go over it again briefly. We’re trying to validate a business idea we have pertaining to … [introduce broad topic like parking or student fees]. The session should take about \_\_ to \_\_ minutes.

We’ve chosen you because you are a leader in this area and we think you can add a lot of valuable advice. That said, we are testing the idea here and not trying to quiz you on your knowledge of…If you don’t know any of the answers to the questions or don’t have any opinion you can just tell us.

Also, please don’t worry that you’re going to hurt our feelings. We’re doing this to help improve people’s lives, so we need to hear your honest reactions. We encourage you to use descriptive adjectives but please avoid profanity if you can. This will be a big help to us.

If you have any questions as we go along, please ask them. I may not be able to answer them right away, since we don’t want to give off our bias, but it helps me know what you are thinking. When we’re done I can answer any outstanding question you have. And if you need to take a break at any point, just let me know.

You may have noticed the microphone. With your permission, we’re going to record what happens on the screen and our conversation. The recording will only be used to help us validate this ideal, and it won’t be seen by anyone except the people working on this project. And it helps me, because I don’t have to take as many notes.

**Part One: Validation Questions**

OK. Before we start the interview, I’d like to ask you just a few quick questions.

Is there anything specific you want to discuss regarding [INSERT YOUR AREA OF VALIDATION]. What big challenges are facing? What do you hate the most? What have you tried in the past?

[INSERT VALIDATION QUESTIONS HERE - These are the questions your are trying to learn about your customer, concept, value proposition, price, market, sales, marketing, operations, etc.]

*Example Questions:*

*Can you tell me your role…*

*What do you guys do…*

*How do you…*

*If your looking to….*

*Have you ever…*

*Tell me about the time when…*

*Tell me about the day when…*

*Tell me the story of..*

*Tell me about the day your realized…*

*What were the steps that got you to…*

*Describe the conversation when…*

*What was it like when you told your family or wife that…*

*Explain to me a bit more..*

*What did you learn from that…*

*How did that make you feel…*

*If the old you could see the new you, what would the new you say…*

*You seem very confident now, was that always the case…*

*If you had to describe a debate in your head about [], how would you describe it…*

*Tell me what you are looking for when it comes to…*

*Tell us what you think about…*

*If you were to improve anything in…what would it be?*

*If you were given a magic tool to make … better, what would it be?*

*What’s your biggest frustration with…?*

*Why don’t you do this anymore…?*

*How pleased are you with…?*

*I’m going to read this statement/study/quote, how does that make you feel?*

*Can you walk us through your normal day?*

*How much time do you spend?*

*How much money do you spend on?*

*If you could have …. or …. what would you pick?*

*Tell me something I don’t know about…*

*Look at these completely unrelated images (websites) and tell me what you see…*

*If you could disrupt this market what would you build…?*

*Draw it out for me…*

*If you could spend $100 on the following features, how would you divvy up the money?*

*What do you expect this would do…?*

**Part Two – Usability Testing**

Thanks for that information. Now I’d like to see if you could help me look at this product/service.

I’d like if you could help me with three things:

1. What you see
2. What you expect it to do
3. Did it do what you expected it to do.

First, I’m going to ask you to look at the homepage and tell me what you would try to do, what you want to accomplish, what strikes you about it, what you can do here, and what it’s for. Just look around and do a little narrative.

### I’m going to hand you some scenarios that I’d like you to try to accomplish.

[PRINT SCENARIOS ON SEPARATE SHEET]

**Part Three – Validation After Viewing Product/Mockups**

Just a few more questions and then we’ll get you out of here.

*Example Questions:*

*What was your initial emotional reaction to this?*

*What did you hat about this process?*

*For this to be a 10 star experience, what would it need to do?*

*How would you have….*

*If you could have …. or …. what would you pick?*

*Tell me something I don’t know about…*

*If you could disrupt this market what would you build…?*

*What other technologies does this remind you of…?*

*Looking at the following value proposition for this product, which of the following would you choose…?*

**Part Four – Wrapping it Up**

Do you have any questions for me, now that we’re done?

Stop the screen recorder and save the file.

Thank you!