**Interview Questionaries   
For Brainstorming**

I hope you have been well. I'm moving forward to start your project. A successful UX/UI design project depends on defining goals. To define the user goal, business goal, features, understanding parameters, user insight and assumption, I would like to get answers to a few questions. They help establish the foundation of the project by the valuable insight that would otherwise be difficult - even impossible - to get.

Project holder interviews are valuable research tools used to kick-start the design process. They focus on extracting information from three major areas in UX design:

1. **User needs.** How will the design help the users?
2. **Business goals.** How will the design support business objectives?
3. **Technical limitations.** What technical obstacles need to be overcome?

Project holder interviews are a great way to get the lay of the land. They help you understand user behaviour, distinguish constraints, and identify pain points.

Therefore, you need to take them seriously. if you want to get a user and business-friendly UI/UX design project that will be successful and everyone will be happy with this. Regards

There are four phases of these questions.

Phase 01

**Establish Project Goal:**

Q1. Please briefly summarize your goals for the project. (write in the table below).

|  |
| --- |
| 1. We would like to re-imagine a new professional looking website. 2. The website will have booking capabilities to connect users with less effort. |

Q2. What's the problem you are trying to solve?

|  |
| --- |
| 1. Customer notification. 2. User experience for booking system. 3. The site will have strong login profile dashboard and user profile |

Q3. What are your business goals?

|  |
| --- |
| 1. Provide booking service solution to fleet operators. |

Q4. What challenges do you see this project (Taxi Combined Launceston users) possibly running into?

|  |
| --- |
| Booking management is not great.  Need to re-imagine a booking system. |

Q5. Do you have a marketing strategy?

|  |
| --- |
| Yes. The website will market itself because people need taxi and they will login. So, promotion, advertisement can be published through the site. The current platforms average visitors count is 45 thousand per month |

Q6. How do you promote the service? Like advertise, promotional, offer, influence based?

|  |
| --- |
|  |

Phase 02

**User & Audience Goal:**

Q7. Who are the users?

|  |
| --- |
| **Local people(18-95 years), International tourists, airport, account holders.** |

Q8. Their Typical Background?

|  |
| --- |
| Australian |

Q9. What are their pain points?

|  |
| --- |
| Notification system, GPS data for locating the driver, driver communication. |

Q10. What problems do users have that this offering solves?

|  |
| --- |
| Booking info needs to be connected with customers. |

Q11. I would like to know what features or functions do you want in Website.

|  |  |  |
| --- | --- | --- |
| **As Passenger/User/Business User** | **As a Restaurant Owner/Food Order** | **As an Admin** |
|  |  |  |

Q12. What will be your safety and security for the User and Rider/Vehicle Owner?

|  |
| --- |
| Voice navigated emergency calling. |

Q13. What kind of information do you want from the user/merchant?

|  |
| --- |
| We have a specific forms for that. |

Phase 03

**Competitors:**

Q14. Who are the biggest competitors and what worries you about them?

|  |
| --- |
| Rideshare & Community Transport. |

Q15. How do you expect to differentiate this product?

|  |
| --- |
|  |

Q16. What do you like about them?

|  |
| --- |
|  |

Phase 04

**Others**

Q17.  Is there anyone else, in particular, you think would benefit from interviewing? Who?

|  |
| --- |
|  |

Thank you so much for answering the question. I will try to design an excellent product through the design thinking process.