

Stakeholder Interview Plan

By JAAMS 2.0

Interview Plan

Introduction, start by introducing ourselves. Beginning by explaining the goal of the interview. Start asking warm up questions, simple and nonthreatening. Simultaneously, we will be getting a sense for what kind of person they are (Find out what motivates them). We will also confirm permission to record their responses with a recording device, if applicable.

The interview structure that would be ideal is semi-structured: the questions would be scripted but we would also have the ability to explore topics more in depth as needed. This structure also ensures that we will not stray too far from the main topic.

As we move through the interview we can start to gauge more and more what motivates the user and we can change our questions slightly to get more insightful responses. This is when open ended question are useful to answer the 'what' and the 'why'.

As the interview keeps moving we will have one or two members actually asking the questions and we will have a person dedicated to writing down what is being said and the emotions of the people we are interviewing; this will be useful because we can come back to it and try to understand exactly what they want. The individuals that are asking the questions will be sure to effectively and actively listen to the interviewees responses.

Sometimes, especially in stressful environments such as interviews, people can start saying what they think the other party wants to hear. If we record the perceived emotions we will be able to really narrow down what the users actually want.

When we are done with the interview, we will wrap it up with some simple questions just to wind it down. Finally, we will close by thanking the interviewee for his/her time and turn off recorder, if applicable.

Questions

For Site owners/developers/designers: (Laura A Mansfield <lmans@uw.edu>)

1. Do you have data to indicate which parts of the site may indicate weak points?
2. What are the top priorities for the website redesign?
3. What is the frequency of use for our primary audience? Is there a specific time period or time of the year?
4. What are the biggest weaknesses on the site in your opinion?
5. What is the most requested service that doesn't already exist?
6. What parts of the website are visited the most?
7. What parts of the website are visited the least?
8. Are there any particular parts of the site that you think should be left untouched?
9. What are some key constraints we face when redesigning the website?
10. What are the top functional priorities for the site?

11. Besides the primary audience, which secondary audiences use the site the most, and for what do they use it?
12. How does developing for desktop, tablet, and mobile versions differ? Is more effort put into one over the other?
13. Which of website sections that visitors spend the longest periods of time in it?
14. What are the top five searched words on the website?
15. How would you describe the simplicity of the website?
16. Which tasks are critical for users' success on the new website?
17. What are the most important tasks that users should be able to perform on the new site?
18. How should the success of the new website be measured, if at all?
19. What are the least visited sections from the top bar menu?
20. Is there any content that should be retired as we move to the new site?
21. Are there any marketing activities that will drive traffic to the website?
22. What are the typical tasks that users will need to perform on the new site?
23. What are the most important tasks that users should be able to perform on the new site?

For Current Users (current students/alumni/faculty):

1. Tell me about your experience with the main University of Washington Bothell website.
2. Do you think that the current website is successful?
3. Why do you visit uwb.edu? What are the most likely things you do on the website? Why will they come back?
4. What feature do you want from the website that doesn't already exist?
5. Who else do you think visits the website?
6. How do you get to the website?
7. How much time do you think you spend on the website?
8. Do you use the navigation menu on the homepage?
 - a. What are your thoughts on the navigation menu?
9. What device are you most likely to visit the website on? Why is that?
10. What is the hardest part of using uwb.edu?
 - a. What do you do to work around that issue?
11. What is your favorite part of uwb.edu?
12. If you could change one thing about the website, what would it be? Why is that?
13. Do you search through the website search box or you start from Google?
14. Have you ever tried to find something on the website, only to not be able to find what you wanted? What is it? And What did you do after that? (Did you keep trying, did you give up, etc.)
15. Is there a website you have in mind that you wish the UWB site was like?
16. Are there any parts of the webpage that are too slow for your liking?

For Potential Students:

1. What is your first impression of the website?

2. Were you able to find the necessary application links?
3. How does uwb.edu compare to other universities you applied to?
4. Were you able to find information on oncampus/online support for new students?