

## **Interview Plan**

### **District Market Shopping Experience**

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## **Goal**

Field research was conducted to provide insight to the design question:

How can the District Market shopping experience on campus be improved?

The three findings from the field research were:

1. Fresh food is the most popular category of items at the DM.
2. The layout of the fresh food sections have aspects that negatively impact customers' experiences.
3. The DM provides shopping baskets and carts to its customers, but customers do not use them, even when they may find them useful.

Many of the observations from the field research were centered around food. Given that many customers of the DM would be students living on campus who are seeking to spend their dining money, this makes sense within the context. The field research also indicated a greater importance of the hot bar than expected.

The results of the field research suggest that the topic of fresh food from the DM, in a variety of capacities, is worth further exploration in a more focused scope through interview research. This motivates a refined design question for interview research:

How can the experience of getting food at the District Market be improved for students?

## **Research Questions**

To help structure the interview research to answer the design question, the following research questions are posed.

- How do you decide where you get your food?
- How much of your food do you get from the DM?
- How often do you get food?
- When in the day do you get your food?
- How much time do you spend getting food?
- What kind of food do you get?
- How do you decide what food you get?

## Participants

Ideal participants for interviewing are current UW students, most likely living on campus, who visit the DM regularly, eg at least twice a week. Users with this background are most likely to be able to provide relevant and insightful information about their experiences at the DM. However, other participants that may still be interviewed include current students who do not live on campus and current students who used to visit the DM regularly but do not any longer. These types of participants can offer different and new perspectives. Any users with non-negligible experience shopping at the DM can be included in the study. Therefore, users without sufficiently recent experience shopping at the DM may be excluded from the study.

Participants will be recruited through online messaging platforms. Initial contact will occur at least half a week before the interview is to be held. Incentives of food or snacks will be offered. Participants will receive a reminder the day before the interview. Communication will be live as the time of the interview approaches, to clear up conflicting questions.

Some ethical considerations to consider include permission to record, create a comfortable experience, and anonymity vs confidentiality. Overall, participants need to feel comfortable with the questioning they will receive, and with how their data will be used, especially if identifying data is collected. Of note is that the interview topic is not deeply personal, so there should not be strong conflict on these fronts.

## Methods

### Interview Questions

1. How do you usually get your meals?

This question aims to understand things like whether the interviewee cooks, eats prepared meals, puts meals together from prepared ingredients, etc towards understanding what types of food items would be useful to be stocked.

- a. What types of food do you usually cook, if at all?
  - b. In an ideal world, how would you want to get your meals?
  - c. What is preventing that from being reality?
2. How often do you purchase food items from the DM?  
This question aims to understand how much of the interviewee's food comes from the DM, towards understanding how important the store's offerings may be to the interviewee.
  - a. How often do you purchase food items at the DM compared to at nearby grocery stores?
  - b. When do you purchase prepared meals, and when do you instead purchase ingredients with which to make meals?

3. How often do you buy food items?

This question aims to understand whether buying food items is a frequent endeavor, or

one that happens on a more bulk scale, to understand what kinds of quantities of food the DM may want to offer.

- a. When in the day do you get your food?
  - b. How much time do you spend getting food?
  - c. What are those dependent on?
4. What kinds of food items do you buy?  
This question aims to understand what food items from what cuisines of food the DM may want to offer.
  - a. How do you decide what kinds of food items you buy?
  - b. From which cuisines do the food items you usually buy come?
  - c. What factors affect that?
5. What particularly positive or negative experiences have you had when visiting the DM?  
This question aims to follow any user stories the interviewee may have regarding particular situations or pain points at the DM.
  - a. How has that influenced your purchases since then?
  - b. What are your general feelings about the DM as a customer?
  - c. Do you have any other comments you want to give about shopping at the DM?

## **Logistics & Data Collection**

Three interviews each of half an hour in length will be held. I plan to conduct interviews in person, but remain open to remote interviews through Zoom if the interviewee prefers. If the interviewee is a resident in the building cluster, the interview may be held in the cluster lounge, a common location that is comfortable and easily accessible. Otherwise, the interview may be held in a public space on campus that the interviewee is accustomed to, such as a cafe, library, or classroom, where there is not too much noise, and the interviewee will feel comfortable.

Before each interview, I will prepare by reviewing the interview questions, setting up note-taking methods, and reviewing any insights from previous interviews to improve the interviewee's experience. At the start of each interview, I will tell the interviewee about the context of the user research that I am conducting, eg it is for a course, it is to understand ways to improve the user experience in a physical space on campus, etc. During each interview, I will keep track of time and account for how much the interviewee tends to speak on each question, and I will keep the pace brisk but casual.

The interview will be recorded with the phone audio recorder app from Google with built in live transcription, if permitted. The interview will also be transcribed with Google Docs automatic live transcription to be saved in a word processing document. If recording is not permitted, notes will be typed into a Google Doc word processing document on a laptop. Recording the audio with live transcription will allow for the most accurate representation of the interviewee's thoughts and expressions in the interview. Otherwise, note-taking will allow at least abbreviated material to be recorded, with less imposition on privacy. After each interview, the notes will be reviewed and cleaned up for analysis.

## Work Back Schedule

| Week        | Mon          | Tue          | Wed          | Thu          | Fri                        |
|-------------|--------------|--------------|--------------|--------------|----------------------------|
| 10/21-10/25 |              |              |              | Write plan   | Plan due<br>Sun 11:59 pm   |
| 10/28-11/01 |              |              | Collect data | Collect data | Collect data               |
| 11/04-11/08 | Collect data | Write report | Write report | Write report | Report due<br>Sun 11:59 pm |

## References