# way2live.com ---- User Interview

*Sep 19, 2017*

Notes: way2live.com is an online platform which enables people to lease or rent short-term lodging. Instead of owning any lodging, we are merely a broker and receive certain service fees from both guests and hosts within every booking transaction.

Executive Summary: This user interview is for getting qualitative information/opinions from potential users

Goals:

* help understand my target users’ expectation for a hospitality service platform
* find out their pain points on why they sometimes avoid using the online platforms
* discover the potential features that users want to have in this platform
* identify areas of opportunity to enhance the user experience based on their past experience on the similar hospitality service platform (e.g. Airbnb)
* help me to create personas

Methodology

This user interview should follow the steps below:

1. preparing the problem statements (e.g. Why do people use hospitality service platform instead of hotel booking service? )
2. reframing the problem statements (e.g. What makes a great hospitality service platform?)
3. build a list of questions (write down to a script)
4. Gathering user feedbacks on every question we asked

Participants Details

Number of Participants: 1

Key attributes: teenager, love traveling, open-minded

Recruiting Method: inviting friend that I know much about

Team Information

Number of Team Members: 1

Team Members & His/Her Role: Zezhu Jin (Web Developer)

Schedule

Date & Time: September 19, 2017 @ 3:30 P.M.

Location: 225 Terry Ave N, Seattle WA (NEU Campus)

Script

* Welcome – 2 mins
  + Hi, \_\_\_\_\_\_\_\_\_! My name is Zezhu Jin, and I am working for way2live, a company which provide hospitality service all over world. We are here with you today is for getting to know more about our customers in order to provide better service in the future
* Collect Demographics – 2 mins
  + Where do you live now? (get to know users’ preferred home style)
  + What does your typical vacation/trip look like?
  + What’s your preferred travel style, Adventurous or laid-back?
* Asking problems - 10 mins
  + Why do you choose hospitality service instead of hotel booking service?
  + Tell me about your past experience on using this type of platform
    - Which platform you used for that stay (e.g. Airbnb, HomeAway)?
    - Is the whole booking process easy for you? How long it took?
    - What’s the hardest part about using this platform?
    - Have you encountered any issue during your stay?
  + Will you keep using this when you travel out next time?
* Wrapping up – 1 mins
  + We are almost done with our product, and I think way2live will offer you a better solution to help you find a better place to live when you explore the world next time.
  + Thanks a lot for your time today.
* Documenting user feedbacks – 5 mins