

Transportation Interview Guide

Date:

Author:

Participant Name:

Location:

Setup

1. List of equipment: Paper/notebook, pencil, recording device
2. Setup audio recorder

Introduction

Script to read to participant:

“Thank you for participating in this interview. Our goal is to find out more information about transportation and discover in what ways we can improve it. In order to do this, we will be asking you several questions about yourself and your transportation habits.

Please keep in mind that there is no right or wrong answer to any of our questions. This is an open conversation for us to understand your needs and learn how to improve transportation based off of our discussion.

To begin the interview, we will ask you a few questions about yourself and your background. We will then follow up with several additional questions regarding how you use transportation to get further insights.

We will be recording this interview in order for us to review afterward and ensure that we have gained all the necessary and accurate information from our discussion. However, your interview will be anonymous. Do you have any questions regarding the interview process or why we are here?”

Participant Background

1. Tell me a little bit about yourself regarding any hobbies you participate in? Do you travel for your hobbies? What types of transportation do you use to get to your hobbies?
2. Are you currently employed?
 1. If yes, what do you do for a living?
 2. If no, are you a student?
3. (If employed) Do you commute to work? If yes,
 1. What modes of transportation do you typically use?
 2. How long is your commute?
4. (If employed) Do you travel for work? If yes,
 1. What modes of transportation do you use when you travel?
5. (For students) How do you get to school?
6. What modes of transportation have you used in the past month for work?
7. What modes of transportation do you use for activities outside of work (example: running errands, meeting up with family or friends)?
8. Do you travel for fun? If so,
 1. Where do you typically travel to? (Example: Within your state, within the United States or Internationally)
 2. What types of transportation have you used when traveling for fun?

Main Interview Questions

1. **{{Interesting/Unusual Example}}** Please think back to a time, that you had to use transportation that didn't go as planned or that you found unusual. Will you walk me through the situation?
 1. What was unusual about this time?
 2. How did this situation make you feel?
 3. What do you think could have made this better?
 4. Were there any aspects of this example that were easy? If yes, what exactly?
 5. Is this a situation that has happened before or occurs frequently? If yes, how often?
2. **{{Motivation & Goals}}** As you plan for your transportation to run errands or commute to school or work, what types of considerations do you keep in mind? (If participant needs assistance, provide examples: such as time, cost, ease)
 1. Is there a difference in considerations when planning for travel to work/school vs. running errands? If yes, what types of differences? Why?
3. **{{Motivation & Goals}}** Tell me about a time that you walked or biked to your destination instead of taking transportation?
 1. Why did you walk or cycle? Is this something you do frequently? Why?
 2. If you do not walk or cycle to your destination, is there a reason why you don't?
4. **{{Motivation & Goals}}** Tell me about a time when planning transportation, that you did not take the original method of transportation planned or that you didn't go to your destination for any reason (either cost, time, traffic or any other reason)?
 1. Will you elaborate on why you didn't make it to your destination?
 2. What were the factors that made it so you were not able to go?
 3. Were there any factors that would have helped you to make it to your destination?
5. **{{Resources}}**
 1. What resources do you use in order to plan transportation to work/school, if any?
Why?
 2. What resources do you use in order to plan transportation for running errands, if any?
Why?
 3. What resources do you use to plan transportation for going out to eat or meet up with friends or family? Why?
6. **{{Resources, Transportation Methods, Motivation & Goals}}** When considering transportation methods, what factors help you to decide which method of transportation you will use? (Examples: You have your own car or bike or it's quicker to get a Smart Car or cab ride)
 1. Do you take public transit? If so, what methods do you use and when?
 2. Do you take taxis? If so, why and when? Why not?
 3. Do you have your own car? If no, why?
 4. Do you ride your bike as a mode of transportation? Why? Why not?
 5. Do you fly? If so, why? How often? Why not?
 6. Do you ride the train? If so, why? Why not?
 7. Are there any other methods of transportation you use that we have not previously discussed? Why do you use that method, if any?
7. **{{Frustration experience}}** Please think back to a time in which you had a frustrating experience with a method of transportation. Will you walk me through this situation?
 1. Why was this frustrating?
 2. Was there anything that you felt could have made it better or that would have made it easier for you? Why?

8. **{{Joyful experience}}** Please think back to a time in which you had a great experience with a method of transportation. Will you walk me through this situation?
1. Why did you think it was a great experience?
 2. Was there anything that you think that could have been done better or that would have made it easier for you? Why?

Closing/Wrap Up

If you could invent an application that would make it easier for you to get from one place to the next, what would it be?

Do you have any questions for me?

Thank you for your time, this information has been incredibly helpful!

Things to keep in mind post-interview

1. Review notes and recording
2. Were there any outlier tendencies/behaviors of this participant from normal behavior? If so what?
3. Were there any typical behaviors? If so what?
4. Were there any life-hacks that participant mentioned about transportation? (Life hacks are a great insight into a solution that could later be developed into an application)
5. Were there any common trends for motivation & goals?
6. What items discussed gave you a-hah! moments regarding the participant's behavior?
7. Were there any challenges or confusion mentioned regarding transportation that could be improved on?