**Book Search Interview:**

Date: February 2, 2020

Interviewer: Ellen Mei

Interviewee:

Location: Evelyn & Mo Ostin Music Café

1. **Introduction**
   1. Explain purpose of interview
   2. Ask for permission to record
   3. Read:
      1. “Thank you for your participation! We are not evaluation you in any way, but rather learning from how you go about searching for and keeping track of books you want to read, and discover what works and doesn’t work for you. With this, we hope to make a product that better suits the needs of people like you. There are no right or wrong answers to any question I am asking in this study; we are simply interested in understanding how you use this website.
      2. “We will conduct this study as a discussion. I will ask you to show me and talk through how you do a task and ask you questions to better understand what you do. I will ask you what types of books you want to read and how you would go about searching for this type of book online. Then we will go through this process while I observe. While you are using this site, please think aloud, narrating what you are doing and thinking. You can speak your mind about what you do or don’t like. Don’t worry about offending me since I didn’t design the product you are using.
      3. “We will be recording your responses to this interview to review later. We won’t be using your name in connection with the record or results.
      4. “How does this sound to you? Do you have any questions at this point?”
   4. Signature of NDA:
   5. Put away cellphones
2. **Basics:** information from observation if possible
   1. type of computer
   2. browser
   3. work environment
3. **Background**
   1. How would you describe yourself as a reader?
   2. For what reasons do you typically read books?
   3. How do you usually find new books to read?
4. **Book Search Background**
   1. How often do you search for new books to read?
   2. How well does searching for new books match your expectations for recommendations?
   3. What kind of criteria do you usually look for in new books?
   4. What do you look for in your book search results that indicates to you that this is a book you want to read?
   5. What websites do you usually use for your book searches?
   6. How do you typically use this website to find new books?
5. **User’s Book Search**
   1. In the previous set of questions, I asked you what criteria you usually look for in new books. Let’s see if you can find books that match that criteria and add them to your reading list. When you’re doing these tasks, do what feels natural to you and please think aloud.
   2. For each search: (fill out if this information is offered)
      1. what is the goal of this search?
      2. Understanding the search
      3. What made you think to do this search task?
      4. how do you decide what search keywords to use?
      5. How much time would you spend on a search like this?
      6. Are you satisfied with the outcome of the search?
      7. How do you decide if you have found what you are looking for?
      8. Refinements on each iteration: why did you change how you search? What did you expect to happen when you change your search this way?
      9. Why did you choose this particular result?
      10. Do you save the results of your searches? If so, how do you save it?
      11. How well do these methods work for you?
      12. Have you had any difficulty re-finding that information again?
6. **Problems with Searching for Books**
   1. Have you had problems with looking for specific types of books?
   2. How do you figure out if a book is what you are looking for?
   3. Do you use social sites to find book recommendations? Do you search for it or go directly to it?
7. **Different Types of Book Searches**
   1. Can you tell me about a book search that took you a long time?
   2. Any searches that you find yourself repeatedly doing?
   3. Are there any kinds of searches that you do NOT attempt to satisfy using the internet? What do you do in these cases?
8. **Wrap-up**
   1. If you could create a magical tool that would allow you to find any kind of book recommendation you could want, what would this tool be like?
   2. Are there any questions you have for me?
9. **Closing**
   1. Thank you for your time!