Semi Structured Interview
for passersby

Date: _____   Time: _____   Voice-Recording: _____   Group size: _____

1. Introduction

Do you also get so many surveys via email?
When do you usually answer them?

What is your motivation to complete a survey?

We are looking at Surveys on displays in the public.
How do you perceive completing a survey on a public display?

(optional: For Passersby)

Did you notice the *option to participate* in a survey?   Why didn't you stop?
What is your attitude towards completing a survey on a public display?
How many questions would you find acceptable on a public display?

2. Feedback channel (1: PD, 2: Tablet, 3: Smartphone, 4: Email)

Why did you choose channel _____ to complete the survey?

Which *pros/cons* do you see per channel? / Why would you use which one?

> 1: PD
> 2: Tablet
> 3: Smartphone
> 4: Email

3. Awareness

How did you get attracted to the display? Why did you approach the display?

4. General information

What did you just do? Where are you coming from / going to?
> coming form: _____
> going to: _____

5. Other feedback